RDG

REED DESIGN GROUP
DIGITAL MEDIA + DESIGN

Web Design Planning Checklist

Be Prepared When You Meet With Your Next Designer or Design Firm!

www.reedesignweb.com

Getting Clear: A Website Planning Checklist

If you're considering a new site or a facelift for your current site, you'll need a solid plan to keep you on target and reap the ROI you want. Website planning is an important part of business success. After all, a poor quality site is often worse than no online presence at all. If you do it well, your website will add to your overall success and profitability, keeping current clients engaged and attracting new ones.

Even if you have a website already, taking a fresh look at an online marketing strategy is helpful. We can help you retool a site that has lost its design edge, or isn't performing as well anymore. Take a look at this planning checklist and call us for an appointment. We can help take you get clear and start realizing those dreams.

☐ **1. Define Your Objective:** Is it to….

- Generate income

- Sell products to consumers or wholesalers

- Develop name recognition or enhance company image

- Develop a national or global market for your business

- Display a portfolio

☐ **2. Define Your Target Audience.** Who will visit your site and what will they expect to find? Put yourself in your customers' shoes. Are you….

- Selling products to the public

- Providing business-to-business services

- Offering expertise to other professionals in the field

- Who else might visit your site? Imagine scenarios in which different types of visitors come to your site and try to think about how you would address each of their needs.

☐ **3. What is your specialty, what makes your product or service unique?**

- Competitive angle: price, quality, service, and uniqueness of product or service

- Primary point of differentiation

What advantage do you offer your customers? Why should they choose you? Do you have special products, knowledge, contacts, and sources?

☐ **4. Research Similar Sites.** It's helpful to know what appeals to you and turns you off about other sites.

- Look at similar organizations or businesses, sites dealing with similar services, products or even your supplier's web sites.

- Make lists of content, features, and design elements you like and don't like.

☐ **5. Make a list of the features and functionality you might want .** This could include...

- Content management system so you can update your site easily

- Special forms to gather leads, quote requests, general contact, questionnaires, etc

- Ecommerce shopping cart or order forms

- Audio, video, blogs or other Social Media integration

- Dynamic navigation menus

- Special graphics, slideshows, tabbed navigation or content sliders

- Email marketing integration

☐ **6. Make a Budget for the Site.** A web site will have start up costs and ongoing maintenance fees. After all, you will need it to continue to run smoothly and be protected as you move forward. Integrate your web site costs into your existing and long-term business goals. Budget for the initial cost of site design and development, but also keep in mind that you'll need to update your site regularly to keep up with marketing goals and changing technology.

☐ **7. Consider your Overall Marketing Strategy.** How does your website dovetail with your print marketing? Coordinate your online and print media design plans. Budget for additional services like search engine optimization, Internet marketing, email newsletters, as well as offline marketing like brochures, postcards or other print media.

☐ **8. Register a Domain Name.** You'll need to find a Domain Name that is available and pay the annual fee. Questions to keep in mind are:

- Is it easy to spell and remember?

- Does it reflect your company name or product line?

- Does the domain name match what your customers will be searching for online? The closer, the better.

☐ **9. Assemble Your Site Content.** Inventory and collect the content you already have for your printed brochures, flyers or newsletters. Get your product database or other materials you want on your web site organized. Or, we can design graphics and other content for you. Make sure your marketing copy uses the right tone for your audience.

☐ **10. Make a diagram.** Your main navigation buttons may need to have sub categories. Make a quick drawing of how you imagine a user to flow through the site. Which larger pages will funnel users into action pages? For instance, a larger product category may need to smaller divisions of products.

☐ **11. Create a Proposed Schedule.** Set up a schedule of when you plan to review, write or provide site content, who you have to meet with to make decisions and a target date of when you want the site to be up and running. We'll work with you to keep the development process on schedule.

LETS GET STARTED TODAY! CONTACT REED DESIGN GROUP TODAY AND SET UP A COMPLIMENTARY CONSULTATION AND AN INITIAL LAYOUT CONCEPT DESIGN!