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WEB SITE DESIGN AND MARKETING OBJECTIVES

Take some time now and think about what your marketing objectives are for the web site and how you want to use it. Identify your target audience and how they will be accessing your site.

1) What is your primary objective with the site?

- A Establishing your credibility
- B Describing your products or services
- C Completing sales transactions
- D Offering customer service and support
- E Communicating company identity or branding

2) What are your secondary objectives?

- A Search engine friendly?
- B Generate repeat traffic?
- C Encourage visitors to recommend it to others?
- D Create an online community, send emails? Increase customer loyalty?
- E Encourage visitors to stay and visit many parts of the site?

3) How do you expect to use the site?

- A Will people find you by searching or because you gave them your URL?
- B Target Audience
- C Who do you want to see your site?
- D Will they be accessing your site via dial up or high speed connection?
- E How will you be accessing the site (connection speed and browser)?
- F What is your target audience looking for?
- G What questions are your customers constantly asking you?
- H What can we include that would WOW your customers?

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WEB SITE DESIGN

1) What image do you want to convey?

- A Professional?
- B Whimsical?
- C Newsy?
- D Have you seen other sites that look like what you want?

3) You also want to consider the positioning of your menu.

- A Horizontal
- B Vertical?

The horizontal menu allows you to present more content. The vertical menu allows you more flexibility in adding menu items.

6) Have you seen any sites that you would like to model yours after?

- A Or site designs to avoid?
- B What do you like about those sites?
- C What colors do you prefer for the site?
- D What image the site should convey?
- E Home page design:
 - 1 three column tabloid,
 - 2 two column information
 - 3 or splash screen?
- F How wide do you want your site design to be?
- G Do you want your pages to be easily printable or do you want to offer PDF files of information rich pages?
- H Vertical or horizontal navigation bar preference?
- I Do you want your site to use only graphics, only photos, or both?
- J Are you interested in animation files?
- K Do we need to take photos of you, your staff, your services, or your products?
- L Do you have any vendor supplied photos or graphics you are authorized to use?

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7) Logo

- A Do you have a logo?
- B Do you have a digital copy of it?
- C Do you need a logo or would a stylized typeset of your company name be sufficient?
- D Do you have a tag line? How would you describe your business in one sentence to a family member?

WEB SITE CONTENT

Think about what **information your customers are expecting** to find at your web site. What questions do you regularly answer that would be valuable information for your site which would possibly be the beginning of your FAQ page? The writing is the most important part of the web site design process. You can greatly speed this up by **thinking of the content categories**. Then find the material you already have.

Your existing material might come from hard copy brochures, client presentations, customer letters, information flyers, case studies, customer testimonial letters or your resume. Armed with this information, we can help you organize your content into intuitive categories for your users and draft easy to read compelling content.

You want your readers to easily understand your content. So we use a conversational writing style. Concise. Specific. Informative. And free of jargon.

- A Do you have any existing written materials we can start from?
- B Do you have this information electronically?
- C Hard copy brochures
- D Client presentations
- E Customer letters
- F Information flyers
- G Case studies
- H Customer testimonial letters
- I Your resume

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What menu categories make sense for you? Some common choices:

- A Home
- B Services-how many?
- C Product categories
- D Customers
- E Testimonials
- F FAQs
- G Forms
- H Articles or other informative topics
- I Pdf files to include?
- J Links or resources
- K About us
- L Contact us

SEARCH ENGINE OPTIMIZATION

- A Do you plan on people finding you by giving them your web site address or by searching for you online?
- B Will your site be key to your word of mouth business?
- C Or are you expecting to increase sales through web traffic?
- D If you want to drive traffic to your site to increase sales, we need to consider this in the site design and content development.

Search Engine Optimization is the art and science of designing a site and its content to be found by search engines. **Site optimization** begins by identifying what search terms your prospective customers would use to find you. Then we see how we can provide content that includes those terms. We need to understand this before we start writing. **Search engine results** are greatly improved when you provide valuable links to other sites for your readers. And when other sites identify your site as a valuable resource by linking to you. Think about what sites you can link to and solicit links from.

A word of warning: Search Engine Optimization involves refining your site against an ever changing list of criteria (106+ criteria in the Google algorithm alone). Your competitors are always improving their sites as well. These two dynamic forces mean that no guarantees can be made. Results take time.

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- A What search terms do you expect your customers will use to find you?
- B What search engines will they be using?
- C What organizations, companies or sites can we ask to link to your site?
- E What organizations, companies or sites would be valuable resources for your readers?

TECHNICAL DETAILS

If you have already registered your domain name, now is the time to find your site access information. This information includes FTP publishing access with a URL or IP address, user name and password. Access to your control panel for review of site statistics is also helpful.

Now would also be a good time to make sure the registration of your domain name is current. You would not want it to expire in the middle of the project.

If you have not yet chosen a domain name or hosting provider, we can make some suggestions and work with you to complete the set up.

- A Have you registered a domain name?
- B Have you secured hosting?
- C Do you have your site access information?

WEB SITE MAINTENANCE

- A How often do you envision updating the site?
- B What content will need updating?

TIMING

- A What is your timing for this? Beginning and finishing?

Conclusion

We have provided this checklist in a PDF format so you can print it out and consider each item.

We would be pleased to design a Basic, Business or Professional web site for your business or organization.