

Plan Your Website

Step - by - Step



get.

Whether you're planning a new website or reworking your existing site the questions you need to ask yourself are the same.

This guide will lead you through the planning process. Take the time to complete it and by the end you'll understand what you need to do to make sure your site works for your business.

If you need more information visit my website at get.uk.com where you'll find loads of useful hints and tips on making the web work for you.

Have fun!!

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Think Like A Customer

Design your site with your customers in mind and you won't go far wrong. Think like a customer. What questions might they have? To be successful your site needs to answer them.

Different customers may have different needs so use the table below to list as many different customers as you can. For example a photographer would consider brides looking for wedding photos, new mothers looking for baby photos, someone thinking about a present for grandparents, someone needing a passport photo, etc. For each visitor consider; how important they are to you, what sorts of questions they will have, what information the site needs to give them, what do you want them to do and any ideas you have to help them convert from a browser to a paying customer..

Describe the visitor	Importance	What they want to find out	What you need to provide	What you want them to do	Ideas
e.g. for a photographer Bride looking for a wedding photographer	High 9/10	How good are my photos? How much does it cost? Do I cover the whole day? How do I supply the photos? What about reprints? What dates am I available?	High quality images of previous weddings. Information stating how I work. Easy to understand price list. Tel number to check availability.	Make contact with me so I can chat with them.	Downloadable shot planner to get email contact.

Describe the visitor	Importance	What they want to find out	What you need to provide	What you want them to do	Proportion of business

Just Another Marketing Tool

It's easy to get a bit jittery about websites and worry there's something special or hard to grasp about them. Though it has the capacity to be more powerful, a website is a marketing tool like flyers, printed adverts, radio, etc. You need to consider what marketing you currently use and how your website will fit in with this.

Type of marketing	Current cost	What you do	How the website will help
e.g. our photographer Wedding photography adverts in local paper	£150 per month	Small advert with a single photo and some text with a call to action to phone us for a quote.	Link from advert to website to provide high quality photo gallery to show off work. Full price list information. Use a QR code on advert to get direct link to site with mobile phones.

Type of marketing	Current cost	What you do	How the website will help

Reaching Customers

The aim of any marketing is to get your company details in front of potential customers. In step 1 you identified a wide range of people you need to market to. In step 2 you looked at what you currently use to connect with them. For each of the visitor groups you identified we now need to look at how effective your current marketing is and how your website might help achieve better results.

For each visitor group you need to think about how our current marketing connects with them. Does it cover the whole group or are you missing people out? Can the website connect with more people or do you need other supplementary marketing?

Type of customer	Existing marketing coverage	What am I missing	Website coverage	Ideas
e.g. photographer Brides	Newspaper ads cover local area but not read by all people.	People who don't read the local paper. People using yellow pages. People using search engines.	Can pick up search engine users. Social media connections using Facebook, etc.	Need to rank well in search engines for wedding photography in my local area.

Type of customer	Existing marketing coverage	What am I missing	Website coverage	Ideas

Take Control

By now you should know...

- Who your customers are
- What they want to know
- How you can reach them

Now you need them to take action. Build pages, images and downloads targeted specifically at each group of potential visitors you've already identified. These then become your 'target areas'. Each group of visitors are guided to target areas most suited to their needs. If they like what they see they'll want to convert from a browser to a buyer, so make it as easy as possible for them by including 'buy' buttons, a contact link; a sign-up form; a Facebook 'like' – anything that binds them more closely to your business.

The Vistor	What's in the website?	Importance	What do you want them to do?	Notes
e.g. photographer People looking for wedding photos	Pages detailing our wedding photography service. Needs lots of galleries with high quality images. Each page needs to prompt them to contact me.	High	Fill in the enquiry form. Call me. Join my email list.	Offer downloadable wedding photography planner to get email contact. Need to get permission to use old photos on website.

The Vistor	What's in the website?	Importance	What do you want them to do?	Notes

That's It!

This specification will be a great starting point when you talk to your website designer (hopefully me!!). You'll be able to discuss your target market and you'll know what the site needs to deliver to turn website visitors into customers.

If you've got any questions or you need any more information just visit my website at get.uk.com or give me a call.

Good luck!!

get.



What's that black square thing??

It's a QR code. You can scan it with a mobile phone.
Put them on anything you print to link objects directly to your website. This one will take you to the G.E.T. website.