Getting Started with your New Website

Hi there!

In order to make the design and development process efficient, I have compiled some information, along with a checklist containing items for most typical web site designs.

I recommend going through the checklist and checking off all items that you have ready for your web site, and then when you are finished you can email a copy to yourself for a reminder of what documents you still need to prepare.

This information will allow me to create a web site that is in line with your needs. You can supply all of the information at one time or as you have the ability to work on it. However, keep in mind that your project may be delayed if the information is not received in a timely fashion.

Although I have taken into consideration the most common web site requirements, if the information below doesn't answer all of your questions, you can always contact me and I will be more than happy to discuss your needs further.

If you have any problems getting the information, please contact me and I'll be happy to help you figure it out.

Thank you for choosing me to create your web site!

Julia Piccoli

Determine Your Budget

Although you do not need to know right down to the cent, it is important to have a general idea of what you can afford as your web development budget. I've found that most businesses are in the $800 - $1500 price range, depending what they want their web site to do. By providing me with this information, I'll be better able to help you decide what you need to keep your web site affordable. I'll also need to know whether you prefer monthly or end-of-project billing.

Site Design

The layout of your web site is very important. Your potential customers must be able to easily navigate your web site to find information. I will create a simple menu that directs customers to the appropriate section of the web site. The visual design also needs to represent your business, your services, and your products in a professional manner. The colours should match your company brand. The logos should be the same used in your advertisements, letter heads, shirts, hats, etc.

Check Out The Competition
With web design, it's easy to learn from other peoples' mistakes, so take a look at what your competition is doing on their web sites and make a list of what you do and do not like about them. This will give me a better idea of what you're looking for on your site.

Company Logo
If you have a company logo you can send us your digital copy of it with your web site documentation. Your logo should be in either JPEG, GIF, PNG, BMP, Photoshop or Illustrator formats. As for the size of the logo, the larger the better as I will reduce the size and get your logo web-ready.

Content

Content is very, very, very important. I'll say it again, content is very, very, very important. The more targeted content you provide the better informed your customers will be **AND** your search engine rankings will climb higher. Focus on providing content that is relevant to your products, services, and targeted demographics/geographic locations.

Think about what a customer of yours would want or need purchase/use your products or services. Do they need to be able to contact you via phone or email? Do they need directions to your office? Do they need product manuals or instructions? Do your customers ask you the same questions over and over? Do you offer coupons they can download?

Thinking about your business from your customer's point of view will help you build an effective web site. Try not to focus too much on your own success, but instead focus on how your products or services can make them more successful, productive, give them time back to focus on other things, etc.

www.websitesbyjulia.com.au
0408 403 336
julia@websitesbyjulia.com.au

W E B S I T E S B Y
Julia
SMALL BUSINESS | BIG IMPACT

Business Contact Information

Your customers need to be able to contact your business. I suggest putting your phone number, fax number, business address etc. You may put as much or as little information in your contact page as you would like and I will even integrate Google Maps so that your local customers can easily locate your business on the internet doing a local search.

Company Bio & About Us Page Information

Having a Company Bio or About Us web page is a great way to build customer confidence and increase your sales and conversion rates. I suggest putting any awards or certifications that your company has received as well as the date you opened your doors, the number of employees you have and anything else that can tell potential customers more about your business.

Services or Products Page Information

Your services and/or products section lets your customers know exactly how you can help them and should also tell them why they should choose your company over your competitors. I suggest putting as much information in this section as possible. In addition to listing the services and/or products you offer, I recommend listing supplier information (if applicable), any certifications or qualifications, and guarantees.

If you sell products, it is important to compile your entire catalogue ready to be put on the web site in one shot. Of course, our e-commerce platforms allow you to build your inventory as you go but it always helps with customer confidence and search engines to have as much inventory online a.s.a.p. in order to present as much content as possible.

Photographs and/or Gallery Page

It is quite common to find multiple images within even the most information based web sites as a way of making the web page pleasing to the eye and to keep your visitors attention. Whether you need a Gallery or would like scrolling images etc. please ensure that you have the photographs and images you would like to appear on your web page. If you don't have access to any images I can source some royalty free, paid images from web sites such as iStockphoto. You will still need to provide me with an idea of what types of images you would like on your site. I will make suggestions and insert appropriate images where needed and applicable but it is always more efficient if you send me as much information as possible regarding your photograph and image needs.

Search Engine Optimisation

I will submit your website to the three major search engines, currently Google, Yahoo and Bing. Search engines scan your web site for content, inbound and outbound links, keywords, etc. - The combination of all this data reflects how high your web site will be ranked in the search engines.

Note: The formula for this ranking is kept secret by each search engine company.

Keywords

Keywords are the words or phrases you think your customers would use when searching for your products or services. You will use these keywords in your web site and search engine submissions to help drive traffic to your web site. If you offer unique products or services then coming up with the correct keywords will be easy. If you offer a common service across a large geographic area, keywords will be less impactful but still important. The combination of keywords and content will help drive traffic to your site.

Note: Go to Google and search for your products and services. Look at your competitors' web sites to get a better idea of the content they provide to your potential customers. You'll need to provide similar or better content to steer customers to your web site.

Links

There are two types of links – inbound and outbound. Inbound links are links from other web sites that to point to your web site. They are the most important link type as they help drive your search engine ranking higher. Building a list of potential link referrals is very important. If you resale products and services please check with the manufacturers / service providers to determine if they offer links for their partners or distributors - if they do, get your web site listed. If you are a member of any trade organisations, get your web site listed with them as soon as possible. All inbound links will help, especially those from web sites that offer the same types of products or services. Outbound links are simply links to other web sites. Consider offering links to the manufacturers of the products you sale, or to your local service directories etc.

Web analytics

Web analytics is not just a tool for measuring web site traffic but can be used as a tool for business research and market research. Web analytics applications can also help companies measure the results of traditional print advertising campaigns. It helps one to estimate how the traffic to the website changed after the launch of a new advertising campaign. Web analytics provides data on the number of visitors, page views etc to gauge the popularity of the sites which will help to do the market research.

Unless you have another preference, I will add Google Analytics to your website and set up automatic reporting for you – you will receive a PDF summary of activity either weekly or monthly.

www.websitesbyjulia.com.au
0408 403 336
julia@websitesbyjulia.com.au

W E B S I T E S B Y
Julia
SMALL BUSINESS | BIG IMPACT

Hosting, Domain name, Desired Emails & Other Information

Lastly, to take advantage of your new professional email address and domain name I will need to know your top three choices for domain names (i.e. www.yourbusiness.com) and the email addresses you would like setup as well.

Hosting means the place where the actual website files live on the world wide web. I don't have the facilities to do this for you myself, but I will recommend the best value for money hosting/domain name combinations that I am aware of. You are welcome to suggest a hosting company and I will compare the pricing and features for you.

Checklist for your new web site

Below you will find a list of things that I will need to get started on your project.

Please send an email to Julia@websitesbyjulia.com.au if you have any questions.

Do you already have a web site?	Yes / No
If Yes, what is the current web site address:	www.
If no, please suggest some possible web site addresses:	www. www. www.
List some Example Sites: A list of the web sites for your competitors or sites that you've found that you really like or don't like. Knowing more about what you're looking for by example will give us a better idea of what to provide.	www. I like: _____ www. I like: _____ www. I like: _____

Content

What questions are your customers constantly asking you that your website can answer for you?	
What can your web site offer to your customers that would save them time?	
Do you have print material (brochures, flyers etc) that I can match your web design to? Please provide copies either in paper or electronically (preferred)	
What are your company contact details? Address, phone, email address and ABN that will be used on the site.	

Graphics and Photos - Do you have electronic or preferred choices or look to me to provide you stock or custom photos?	OWN STOCK
Do I need to take photos of you, your staff, your services, or your products?	
Do you have a logo, colour samples, and other graphics you want used on your web site? Please provide on a CD or USB Thumb stick (Will be returned)	
Do you have a tag line or company brand to promote? How would you describe your business in one sentence?	
What menu categories make sense for you? Some common examples: Home, Services, Products, Testimonials, FAQs, Members Section, Links, About Us, Contact Us etc…	

Search Engine Optimization & Promotion

Provide a list of 20 – 25 words or phrases that you think people will search by to find your site.	
Provide a two sentence description of your company/what you do	
Provide a Title for the site: For example, one site title is "Timeless Beauty - Beauty Salon in Gungahlin, Canberra" because most likely that is what people will search for to find them.	
Think about link sharing, who can put a link to your site on theirs, and vice versa - the more you have the better!	

Web Site Technical Details

Do you have a domain name? Who is it registered with? What is the user name and password to access it? If not, I can help you.	
Do you already have hosting? Who is it with? What is the user name and password to access it? I can recommend a plan with a hosting company that is best for you.	
Provide a list of email addresses you already use and want to use on your web site. New email addresses can also be created e.g.: info@yourdomain.com.au	

Web Site Maintenance

When and how to update the site?	
Who is going to make the changes?	
What content will need updating?	

Project Timeline

What is your timing for this? Beginning and finishing?	
Is your launch tied to a product or service being introduced?	