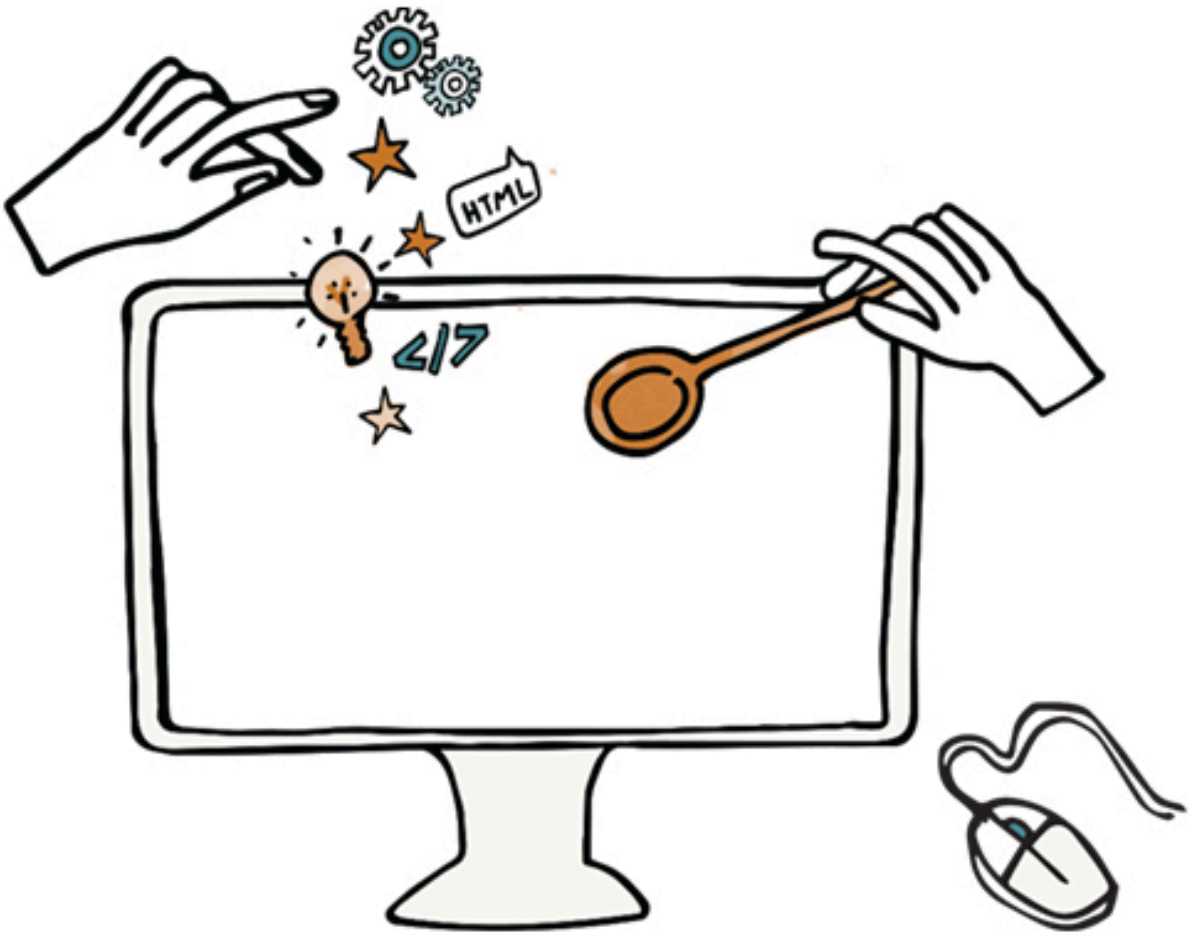
THE Website Chef



Website Planning Guide

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Website Planning

Some planning about the type of site you want will help you get reliable proposals from a website designer.

These questions will help you determine the type of site that will suit your business and will form the basis of a design brief.

- Company Name
- Tagline
- Description of your business
- Mission
- Values
- Unique Selling Points
- Competitors
- Inspirations
- Mood Board
- Sites you like
- Words associated with your business
- Colours you like
- Target market
- Words you'd like your target market to associate with your business
- Do you want to sell products on your site?
- Do you want a blog?
- What is the goal of the website? Sell products, sell services, build credibility?
- What stage is your business at? Startup, growth?
- What types of images will you use? Photos, illustrations? My Images and Videos Guide may be helpful in sourcing stockphotos.