THE Website Chef

WEBSITE PLANNING

Recipe for Success

Website Planning: Recipe for Success

Thinking ahead about the kind of website you want will ensure you get great proposals from a website designer.

Here are some questions to help you figure out the perfect type of site for your business. These will also serve as the foundation for your design brief.

- Company Name
- Tagline
- Description of your business
- Your Mission
- Brand Values
- Unique Selling Points
- Your Top 3 Competitors
- What are your competitors doing well?
- What are your competitors doing poorly? (Here's an opportunity for you to shine.)
- Target market
- Words you'd like your target market to associate with your business
- What is the goal of the website? Sell products, sell services, build credibility?
- What is the desired outcome of a visitor arriving at your website? To leave an email address? To contact you? To fill out a form?
- What does your ideal customer need? What is the problem you are here to solve?
- What stage is your business at? Startup, growth?
- Inspirations
- Mood Board
- Sites you like
- Words associated with your business
- Colours you like or feel represent your business (My Colour Your Brand Recipe for Success might be helpful in selecting colours if you don't already have them.)
- Do you want to sell products on your site?
- Do you want a blog?
- Do you have testimonials to display?
- Do you want a Frequently Asked Questions page?
- What types of images will you use? Photos, illustrations? My Images and Videos Guide may be helpful in sourcing stockphotos.

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