

mangotree media

How to plan for a great website

Planning for a great website

1/ What are your websites goals? (tick the box/s that suit you best)

- Sell products
- Generate interest/revenue in other ways: professional services, subscriptions to blog content etc
- To establish yourself as an authority on a topic
- To provide resources for existing customers
- Other: describe _____

2/ What type of website do you want? (tick the box/s that suit you best)

- Information based website (some information about your business & contact)
- E-commerce website (information website + ability to sell products)
- E-Learning website (information website + ability to sell courses)
- E-Booking website (information website + ability to automate bookings)
- Other: describe _____

3/ What are the 3 main aspects of your business? Describe

- a. (ie: service/product 1) _____
- b. (ie: service/product 1) _____
- c. (ie: service/product 1) _____

4/ What/Who is your target audience (Demographic) See tools section on my www.mangotreemedia.com.au for further help ('knowing your brand' article)

- a. age _____
- b. gender _____
- c. location _____
- d. interests _____
- e. where do they hangout online? _____
- f. beliefs _____
- g. other _____

5/ What is your communication strategy

What is the overall message you are trying to convey to your target audience? Cost effective? Reliable? Customer Focused? Quality service? Time Saving? Etc. What is the promise or benefit? This is an if/then statement i.e. If you buy our product/service then you will save time and save money.

6/ List your services if any

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____

7/ List your products if any

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____

Planning for a great website continued....

8/ List/Tick possible menu items

- About us
- Services (if yes, list the sub menu items below)
- Products (if yes, list the sub menu items below)
- Blog
- Courses
- Resources/Links
- Other (list below)

Other Example: main menu services drop down menu graphicdesign,websites,copywriting,SEO,etc

- a. main menu _____ drop down menu _____
- b. main menu _____ drop down menu _____
- c. main menu _____ drop down menu _____
- d. main menu _____ drop down menu _____
- e. main menu _____ drop down menu _____
- f. main menu _____ drop down menu _____

9/ List some of your competitors websites (similar industry and target market)

- b. _____
- c. _____
- d. _____

10a/ What other functionality do you want in your website?

ie: gallery, google maps, calendar of events, bookings, social media, subscriptions, video

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

10b/ Give examples of websites that you like/have seen on the web

11/ Tick if you have the following or not

- | | | | |
|--------------------------|------------------------------|-----------------------------|-------------------------------------|
| An existing website | yes <input type="checkbox"/> | no <input type="checkbox"/> | if yes, URL? _____ |
| A domain name registered | yes <input type="checkbox"/> | no <input type="checkbox"/> | don't know <input type="checkbox"/> |
| A Hosting account | yes <input type="checkbox"/> | no <input type="checkbox"/> | don't know <input type="checkbox"/> |
| Written content | yes <input type="checkbox"/> | no <input type="checkbox"/> | |
| Video/Pictures | yes <input type="checkbox"/> | no <input type="checkbox"/> | |
| A business plan | yes <input type="checkbox"/> | no <input type="checkbox"/> | |
| Existing customers | yes <input type="checkbox"/> | no <input type="checkbox"/> | |
| An email account | yes <input type="checkbox"/> | no <input type="checkbox"/> | what is it? _____ |
| A logo | yes <input type="checkbox"/> | no <input type="checkbox"/> | |

12/ List some other websites you like and why (within your industry is good)

13. What is the deadline for your website to be 'live'.

checklist for website preparation

1. Register domain name (crazydomains is a good/cheaper domain registra)
2. Hosting (ask your web designer or find a hosting plan yourself)
3. Information: Have all your copy ready beforehand. Fully edited, proof read with no spelling mistakes! It's important for SEO to have keyword rich content.... ask your web designer!
4. Collate pictures and video
5. Know the Industry, target market and competitors sites
6. Have a relevant email
7. Set up social media if applicable or ask your web designer
8. Set up paypal if applicable or ask your web designer
9. Know the preferred deadline

Questions? For more information contact

Kellie Knight at www.mangotreemedia.com.au or kellie@mangotreemedia.com.au

Kellie Knight

p 0422 051 239

e kellie@mangotreemedia.com.au

w mangotreemedia.com.au