

Website Planning Guide

Please visit: eggplantstudios.ca/website-planning-guide/ for a course summary.

What is your business, and what does it offer clients or customers?

What is your mission/vision, or your core values?

What is your preferred business contact information? (address/phone/email/etc)

What are your key products and services?

- 1
- 2
- 3

What problem do your products and services solve for your clients, and what sets you apart?

Who is your customer? (Age/Income/Personality/etc)

What sort of key words would your customer use when searching for a product/service like yours?

Using phrases, what should your customer's experience be on your site?

Who is your competition, and what are they doing well on their websites?

1

2

3

How can you improve on what they are doing?

What are the primary goals of your website (to sell products? make bookings? gather information?)

1

2

3

What actions can you take to lead users to your goals? (Incentives/Specials/Freebies)

1

2

3

Outline any critical features you'll need on your website (booking engine/events calendar/eCommerce)

1

2

3

Provide examples of websites that you like.

1

2

3

Outline some of the pages you think you will need on your new site.

I have my logo and branding ready to share with my web designer.

I have a budget, and I know roughly what I want to pay.

Any web designer will be happy to offer something to suit what you have, and be clear about what you can and cannot fit into it! And if you absolutely have no idea, most will offer a free consultation to help you figure that out.

I have my content written for the sections of my site, and it's ready to go!

Most web designers do not write your content or take photos for you; indicate if you will be supplying content, or if they should supply it. Typically your web designer will charge more if they are responsible for supplying the content, but it may be preferable to have a professional look after it!

I am ready to build a new website!

Building a website is by no means hands-off. You will be actively engaged through the process – answering questions, attending meetings, giving feedback, etc. Be sure you can be committed!