# Brandmedia Website Planning Guide

### Our Easy Step by Step Guide to Planning a Successful Website

The creation of an effective Website involves careful consideration of a wide range of strategic, creative and technical issues. To help you begin your journey down the road to e-business success, Website Planning Guide.

This guide is designed to demystify the Web strategy planning process by providing a step-by-step approach to defining an effective e-business strategy. After completing the exercises contained in this guide, you will be well on your way toward creating a Web strategy that will help your company produce measurable business results.

# Define Your Goals & Objectives

What will be the purpose of your new Website? Before starting a Web project, it is important to step back and take a broad view of your company’s goals and objectives. An effective Website can help you achieve a number of business goals. Some examples include: marketing and attracting new customers, enhancing customer service, selling online, improving sales force and distributor productivity, etc.

It is extremely important that you align your company’s e-business objectives with your overall business and marketing objectives to ensure you are on the path for success. To define the goals and objectives for your new Website, please complete the exercises below.

## What are the primary objectives for your Website?

#### (Please check all that apply)

Establishing a Web presence, increase marketing and product branding

Enhancing customer service

Improving communication with existing customers

Fostering internal communication and collaboration among employees

Support existing advertising, promotional efforts

Provide latest information regarding new products/services, sales, special promotions and events

Generate leads

Survey customers/prospects

Streamlining collaboration with partners

Recruit new employees/post job opportunities

Position the company as technologically advanced

Increasing international presence of organization

Sell a product or service online

Provide a portfolio of products or images

Test for potential new market niches

Obtain demographic information about your customers through online questionnaires   
(marketing research)

Have a better, more effective Web presence than your competition

Create an online community of dedicated visitors

Use Internet technology to lower present overhead

Other:

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## What are the short- and long-term goals for your Website?

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### Long-term:

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## How will your Website fit into your overall business strategy?

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## How will your Website fit into your overall marketing strategy?

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# Identify Your Target Audience

It’s time to focus on the most important thing that will make or break your Website: your target audience. Only by meeting their individual needs will your Website be successful in spurring them into action: requesting information, placing an order, signing up for a newsletter, or just book marking your site for future reference.

Take a moment to brainstorm about your target audiences. Who are they? What goals do you have for them? What information or features will each audience group need? By targeting specific audience groups, you will be able to meet their individual needs. For example – existing customers, new customers, distributors/agents, franchises, suppliers, local staff, or remote staff.

## Audience Group #1:

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### Your goals for this Audience Group:

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### Information & Feature Needs for this Audience Group:

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## Audience Group #2:

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### Your goals for this Audience Group:

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### Information & Feature Needs for this Audience Group:

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## Audience Group #3:

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### Your goals for this Audience Group:

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### Information & Feature Needs for this Audience Group:

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## Is the product/service specific to a certain geographic area? If so, where would you like your focus to be?

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# Analyse your Competition & Favourite Web Sites

The Web has been called the great equalizer in that it has levelled the playing field by providing companies, even small companies, the opportunity to compete with their largest competitor. An effectively designed Website can make a small company look large. Also, a poorly designed Website can make even a large successful company look small and insignificant.

It is important that your Website stand out among your competitors. Your site needs to make a great first impression and follow up with valuable information and features to successfully convert visitors into customers. How can you ensure that you stand out? Start by reviewing the Websites of your competitors. You can learn much from your competitors’ online successes and failures.

## Who are your top competitors? Please spend some time reviewing these.

## Competitor #1:

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### What do you like about their Website?

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### What do you dislike about their Website?

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### What makes your company different and better than this competitor?

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## Competitor #2:

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### Website Address:

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### What do you like about their Website?

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### What do you dislike about their Website?

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### What makes your company different and better than this competitor?

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## Favourite #1:

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### Website Address:

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### What do you like about this Website?

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### What do you dislike about this Website?

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## Favourite #2:

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### Website Address:

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### What do you like about this Website?

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### What do you dislike about this Website?

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# Review Your Existing Website

I don’t have an existing website (move to the next section)

I do have an existing website (complete this section)

Most clients we work with have an existing Website that does not fully meet their needs. You most likely feel the same way about your site or you would not be reading this guide. Although, we’re sure you’re current Website is not all bad.

While your Website may need significant improvements, there may be aspects of your current Website that are working and that should be included in your new and improved Web presence.

Please take a close look at your current Website and answer the questions below. Please be as specific as possible. This information will go a long way toward determining how an updated Website can better meet your needs.

## The Good

### What do you like about your current Website? What has been working?

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## The Bad

### What do you not like about your current Website? Where have there been problems?

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## The Feedback

Our customers and prospects are often the harshest critics and give us the most insightful praise.   
What have other people said about your Website?

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# Consider Specific Site Content & Features

Now that you have worked out the goals of the new Website and who your audience is, it is time to make sure that you provide your target audiences with the content and features they desire.

When completing the questions below, please keep your target audience in mind. Your new Website is for them, not you. All content and features should focus on the needs of your customers and prospects. Your new Website should make it easy for customers to do business with you.

## What content will be presented on the Website?

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## Where will content come from? Will it be new, re-purposed, or both?

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## Will content be personalized for specific audience groups? If so, how?

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## How often will you add new content? Who will update the content?

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## What features and functionality should you include on your Website?

### General -

#### Need Wish Future - ( check appropriate box)

Edit text and images online

Add and delete pages

Control how page names appear in menu listings

Unlimited levels of pages (menu levels)

Unlimited number of pages with user controlled layouts

Password protected administrator access

Multiple individual login accounts

Make page live/not live

User changeable page header image

Spell check new content

Copy and paste content from Word or other websites

User editable footer text and links

Add Flash or movies to website

Add PDF or Word documents to website

Control appearance of page in website and/or main navigation

Calculate and edit page and site keywords

On-line help

Add and edit links to other web pages

Auto-updating site map

Contact Us response form with email to site administrator

### Advanced

#### Need Wish Future - ( check appropriate box)

Site wide, keyword search that displays most relevant result first

Automated news summary display panel on any page

User definable featured page display panel on any page

User definable graphic display panel with link on any page

Rotating News or Image display panel on any page

User controlled membership registration panel on any page

User controlled member login on any page

Ability to display various panels anywhere on the website

Customisable survey form with email response

Customisable form with auto-responder

Customisable survey form storing results in database

Survey response statistics

Edit user confirmation email

FAQ's (Frequently Asked Questions)

### Photography

#### Need Wish Future - ( check appropriate box)

Display thumbnails that popup large size image

Use thumbnail display as navigation to other pages

Bulk image up loader with auto resize functions

Bulk image editing and custom thumbnail creation

Hi-res image upload/download

### On-line Sales

#### Need Wish Future - ( check appropriate box)

User defined product catalogue layout

Product display with images

Product listing with prices

Product listing without prices

User defined SKUs

User defined product description fields

Promotional pricing by user defined business rules

Shipping pricing by user defined business rules

Real-time payment through selected payment gateway

Use DPS, Paypal or other gateway to merchant account

Online orders without real-time credit card payment

User definable checkout page

Summary shopping cart panel on every catalogue page

On-line coupons

### On-line banner advertising sales

#### Need Wish Future - ( check appropriate box)

Sell advertising space on website

Use standard ad sizes

Control display of advertising banners across the site

Record and report display and click-troughs by advertisement

Automate display of ad banners across the site

### Access Control

#### Need Wish Future - ( check appropriate box)

Control access to all or part of product catalogue by password

Control display of prices by password

Password-protected areas/“Members Only” content

Control access to some website functions by password

Limit editing capabilities/access for some users

### eNewsletter Marketing

#### Need Wish Future - ( check appropriate box)

Online membership registration

HTML email template

Up to 10,000 email addresses

Membership categorized by groups

Multiple group membership per member

Email campaign management

Capture member link clicks and report statistics

Send personalized messages by member and by group

Record and report soft and hard bounces, unsubscribe

Auto unsubscribe function

### Business Process Automation

#### Need Wish Future - ( check appropriate box)

Replace paper forms with online forms

Automate manual registration or approval system

Automate supply or ordering system

Speed up information dissemination

Improve customer response times/service levels

Integrate offline information with website

Improve accuracy and/or speed of information collection

Online auctions

### Other

#### Need Wish Future - ( check appropriate box)

Intranet: Employee communication and collaboration

Extranet: Business partner communication and collaboration

Employee Recruiting/Career Opportunities

Message Board

Integration with internal databases/applications/legacy systems

Online customer service features

Investor relations/press relations features

FAQ's (Frequently Asked Questions)

Locations of / directions to our offices (Map)

Downloadable files

Website Statistics Tracking

Guest books for visitors to record comments, Feedback Form(s)

Order forms which can be printed out and mailed or faxed

Sound & Audio files, Animation, Video clips

Staff Profiles (with photos)

Policies & Procedures

Classified Ads

Articles/Newsletters with Archives

Awards and Recognition

Workshops, Classes, Seminars

On-line workshop registration

Calendar or schedule of events

Client lists & testimonials

Chat Room

Discussion Forum

RSS Aggregator

RSS feed

Podcasting

Blog

Search engine optimization

Web to TXT/TXT to web

Business statistics

On-line knowledge base

On-line document conversion (to PDF, txt, CSV, FlashPaper)

Affiliate program

Live help (chat)

Auto glossary function

Document rating mechanism

### Other

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## What are the most frequently requested pieces of information about your company that could be distributed on the Web site?

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# Creating the Skin Look of your Site

## How would you like your website to look?

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## Existing Graphics (overtype • relevant box)

### Can provide company logo

Pleased with it?

Ready to update?

### Can provide graphics, photos, & artwork

On disk

For scanning

Needs to be created

### Do you have a corporate identity (logo and colour scheme carried throughout your office, stationery, business cards, etc.)?

Yes

No

## Existing Text (Copy or content)

### I'll need some help writing the copy

Yes

No

### What format is text available in?

Word

Email

PDF

Other

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### What style of magazines, movies, art, websites appeal to you or your company?

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# Define Your Success Measures

We have made a lot of progress in this guide. We know your overall goals, who your target audience is, who your competitors are, what kind of feedback you have had about your existing site, and how your site will serve your target audiences.

Now it is time for one of the most important steps of the planning process – defining your success criteria.

How will you know if your Website is a success? By defining specific measurable results you would like your Website to achieve. Some examples of success measures include number of leads generated, online sales goals, number of newsletter subscribers, search engine ranking, increase in Website visitors, customer service efficiency improvements, etc.

List the top 3 success measures for your Website in order of importance

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## #2 Success Measured By:

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### Target:

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## #3 Success Measured By:

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### Target:

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# Site Marketing

A website that no one knows about will remain invisible. If you want people to visit your site, you must take every opportunity to publicise your web address.

## How do you want your site marketed? (overtype • relevant box

* Word of mouth
* Search Engine Optimisation
* Adwords
* Print media, TV, Radio
* Email Signature files
* Directories
* E-mail opt in lists
* Your own E-Newsletter
* Business literature
* Posting articles or advertising on other sites
* Discussion forums
* Direct Mail
* Do you plan to place your Web address on all stationery, business cards and brochures?
* Will you contact the media to review your site?

## What keywords or phrases might a client use to find your website, product, or service?

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## What is a one line description that summarizes the product or service?

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## How long has your existing website been online?

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## Has any previous website promotion been done and if so, what was the scope of the activities?

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## What do you want to know about the statistics of your web site?

* Total number of visitors and page views
* Where did these visitors come from
* Which pages did they enter at and exit from
* What pages on the site were viewed the most
* What search phrases/keywords were used to reach your site
* What path did the users take through the site
* Other:

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## What is your monthly budget for marketing your site?

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# Site Maintenance

## Who will maintain the site?

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## Who will monitor and respond to e-mails?

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## What is your monthly budget for site maintenance?

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# Timeframe and Budget

## Time Frame

### Target Launch Date

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### Is there anything driving the launch date?

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## What is your budget for the website development as described above?

# Take Action

Every great journey begins with a first step. By completing this Website planning guide, you have now taken the vital first step toward achieving your e-business goals.

We hope this Website Planning guide has helped to demystify the process of planning a successful Website. The principles detailed in this guide are based on brandmedia’s experience in alliance with a web development specialist in creating effective Web sites that produce measurable business results for our clients.

For further professional assistance with planning and building your Website, please contact Jeff Watkins on (09) 377 0713 or Mobile 021 618 675 or email [jeff@brandmedia.nz](mailto:info@solutionists.co.nz)

Once completed please email back to brandmedia at:

[jeff@brandmedia.nz](mailto:jeff@brandmedia.nz)

#### Once we receive this document we will get in touch to clarify any areas of understanding and respond with a project plan tailored to your requirements.