



New Website Design/Redesign Preparation

Here are a few items that you need to think about when preparing for a new website. We will outline a list of basic website requirements when developing a new site.

Your website is a presence in and of itself. As we continue to evolve in a visual culture, audiences around the world are learning what they like and don't like and associate good looks with a good site. Trends show that the more visually appealing a website/logo is the higher rate of bookmarking follows.

As a service provider, our aim is to create the most effective website that caters to your brand, needs, and objectives. The more information you provide, the better tailored your website will be to your specific needs. This document outlines the questions we need answers to in order to help both you and us prepare for a new website design.

It is also very important that your website complements your logo (if you have one). A good website gets looked at and stored in short-term memory. We want the audience to do one of several things. We want your website to look so good they want to show it to other people, we want the website to tie in well with the services that you are offering, and we want them to bookmark/share your website amongst other things.

When someone looks at you and your competition, we want your website to be the one they remember. Being an authority sometimes starts with the visual aspect and goes from there. It at least gets your target audience to look at your site long enough to hopefully grab their attention in another way. If your website/logo is not eye-engaging and if it does not catch their attention, chances are you may lose them based on their sole opinion of what they don't like to see. Studies show people generally migrate first to what they like visually before they look at your content.

Here are a few items to think about when setting up the requirements for your website:

Homework:

Before we get started, grab a separate sheet of paper to take down all of your answers to the following questions. Your questions are what we will need to get started.

Part I: Branding & Identity

1. Can you provide a brief overview of your company – what you do, your mission, and vision?
2. Do you have an existing brand style guide (colors, fonts, etc.)?
3. Are there any specific visual elements or themes you want to be incorporated into the design?
4. Are there any existing logos, images, or graphics that need to be included on the site?
5. Are there any specific tone or feel you want your website to convey?

Part II: Website Objectives & Goals

6. What is the primary goal of the website (informative, sell products, gather leads, etc.)?
 7. Do you have secondary goals or calls to action, such as signing up for a newsletter or filling out a contact form?
 8. Who is your target audience? Can you provide any demographic information or specific personas?
 9. What actions do you want visitors to take on the site?
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Part III: Content

10. Do you have existing content for the website or will new content need to be created?
 11. Are there specific sections or pages you know you want included (e.g., Home, About, Services, Contact)?
 12. Will the website need a blog or news section?
 13. Do you have any video, audio, or multimedia content to be featured?
 14. Do you want your content SEO optimized?
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Part IV: Features & Functionality

15. Are there specific features you want (e.g., contact forms, photo galleries, e-commerce capabilities)?
 16. Do you need the site to be multilingual?
 17. Will you require user logins or a members-only section?
 18. Do you need integrations with any third-party platforms or software (e.g., CRM systems, email marketing platforms)?
 19. Are there any specific mobile or responsive design requirements?
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Part V: Competitors & Inspiration

19. Can you list some of your main competitors' websites?
 20. Are there any websites (in your industry or outside) that you admire or would like to take inspiration from?
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Part VI: Logistics

21. Do you have a domain name and hosting already? If not, will you need assistance with this?
 22. Do you have a timeframe or deadline for the website to be live?
 23. What is your budget range for this project?
 24. Will you need training on how to update content or maintain the site post-launch?
 25. Will you require ongoing support and maintenance post-launch?
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Part VII: Feedback & Collaboration

26. How often would you like to review progress and provide feedback?
 27. Are there multiple stakeholders or team members we should be in touch with during the design and development process?
 28. How do you prefer to communicate (email, phone calls, video calls, in-person meetings)?
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By answering these questions, you'll provide a solid foundation for the design and development process. The more information and clarity you can provide up front, the smoother the design process will be, ensuring you receive a final product that aligns with your vision and goals. Think big! We will take it from there.

Domain Names:

Lastly, if you do not already have a domain name, please do not randomly search domain names without first having a free account with a domain name provider such as Godaddy. The reason for this is if you search for a domain name and do not buy it, domain bots will purchase it and then 2 hours later you will be asked to pay \$2000+ dollars for a domain name that was just \$10 bucks 2 hours ago.