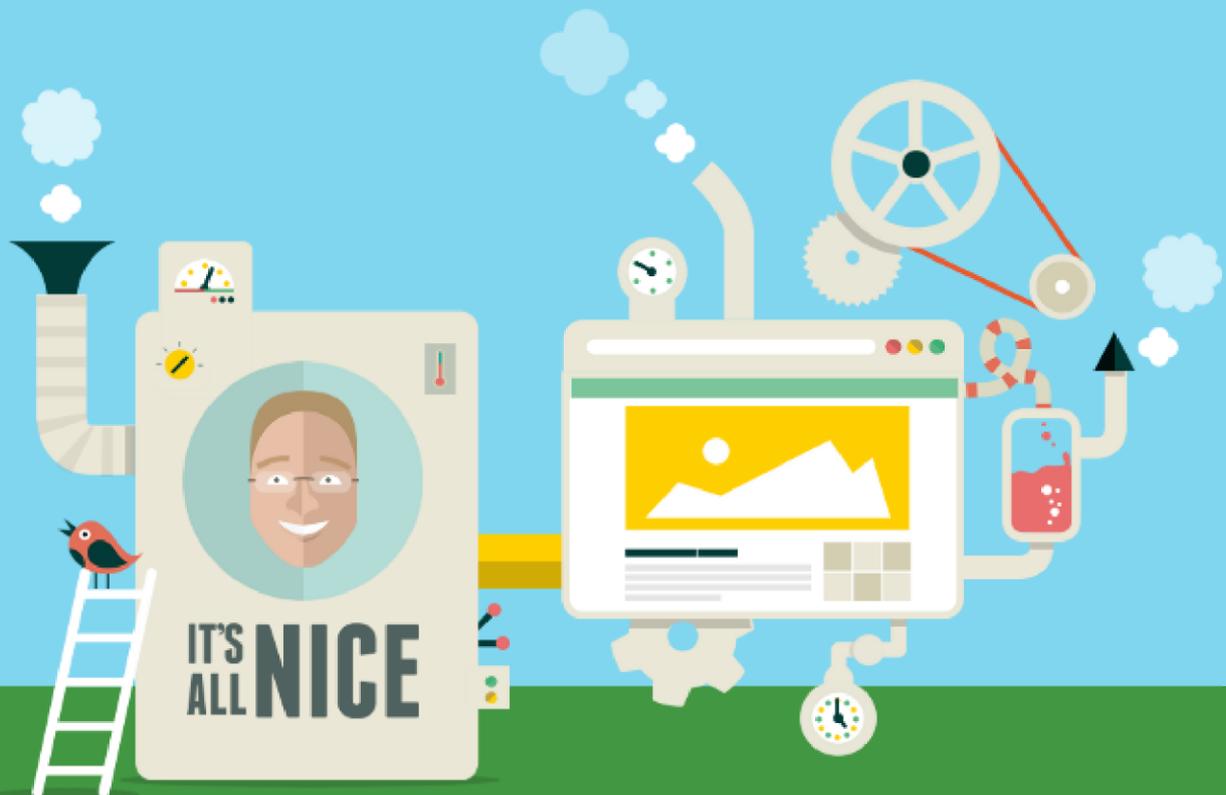




THINKING ABOUT A NEW WEBSITE?

Some questions to help make your site the best that it possibly can be



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Whether you're starting from scratch, or trying to drag an existing website firmly into the digital age, it can be hard to know where to begin. You know that you want a website that will impress your clients, drive up your revenue, attract more visitors than Google..., but you also know that your web developer is going to ask you some tough questions to make their job of performing this miracle easier!

This support sheet will help you to pre-empt some of those questions, and give you the opportunity to develop your website dreams into something more concrete and real.

YOU AND YOUR ORGANISATION

Your website should provide a digital glimpse of yourself and your organisation. Your visitors, whether they ever meet you in real life or not, should be able to understand your vision, your services, your mission, simply by clicking a few buttons and browsing a few pages. For this to happen, it pays to spend a few minutes looking inwardly.

- ✓ What is your mission and vision?
- ✓ What are your key priorities?
- ✓ What are you hoping this new website will do for you and your organisation?
- ✓ Do you already have branding in place (for a current website, letterheads, business cards)?
- ✓ Who are your key competitors in this space?

YOUR AUDIENCE

Time to think about the people that you'd want to attract to your website. Who are they? What do they want? Do you already know them well?

- ✓ Who are your current audiences? Would you want this to change or expand?
- ✓ What would **your visitors** be looking for on your new website?
- ✓ What would **you** want your visitors to do on the website? (e.g. sign up for a newsletter, buy a product, donate, get in touch...?)

YOUR NEW WEBSITE

The nitty-gritty. Following on from your answers to the questions above, the next step is to think about the content and style your website should showcase in order to tell people about you and your organisation, and the content and functionality the site should provide to meet the needs of both your audience and yourself.

- ✓ What will be the key content and functionality of the site? (e.g. a catalogue of your services, your contact details, your latest news and updates, your online shop,...)
- ✓ What about nice-to-haves?
- ✓ How often will the content on the site be changed or updated?

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- ✓ Are there any other websites that you particularly like? What do you like about them?
- ✓ Will you need help hosting your website or do you already have a web-server ready and waiting for your new site?
- ✓ Does your site need to link up with any other databases / services / systems?

MAKING IT HAPPEN

Sadly, the Magic Internet Fairy Godmother rarely comes calling, which means that getting a new website up-and-running often requires a great deal of organisation, regular communication, and a clear idea of who does what. And some money...

- ✓ Do you have a specific deadline for your new website to be launched?
- ✓ Are there any other specific milestone dates?
- ✓ Who, at your end, would need to be kept in the loop and involved in the development process? How should this happen?
- ✓ Who will be creating the content for the site?
- ✓ Do you have a particular budget limit that you need to keep to?

LEARNING THE ROPES

Whether you can place an order on Amazon with your eyes closed, or your 3-year old is a faster typist than you, we all need some level of training or support in order to learn new tricks.

- ✓ How confident are you at surfing the internet? (e.g. searching, browsing, shopping, consuming, etc.)
- ✓ How experienced are you at 'producing content' on the web? (e.g. sending web-mail, blogging, Facebook updates...)
- ✓ Have you used a content management system to update a website before? If so, which ones?
- ✓ Will you (or your team) need any training sessions to gain confidence in updating the website, or are you happy to 'read the manual'?

LETTING PEOPLE KNOW

Even the best website in the world would be nothing without an audience. Apart from you and your stakeholders (and maybe your granny), how are you going to let the world know that your new website is waiting for them?

- ✓ Will you require some support or training in optimising your content for search engines?
- ✓ Will you be using online or other advertising methods to attract visitors?
- ✓ Will you be using social media to promote the website?

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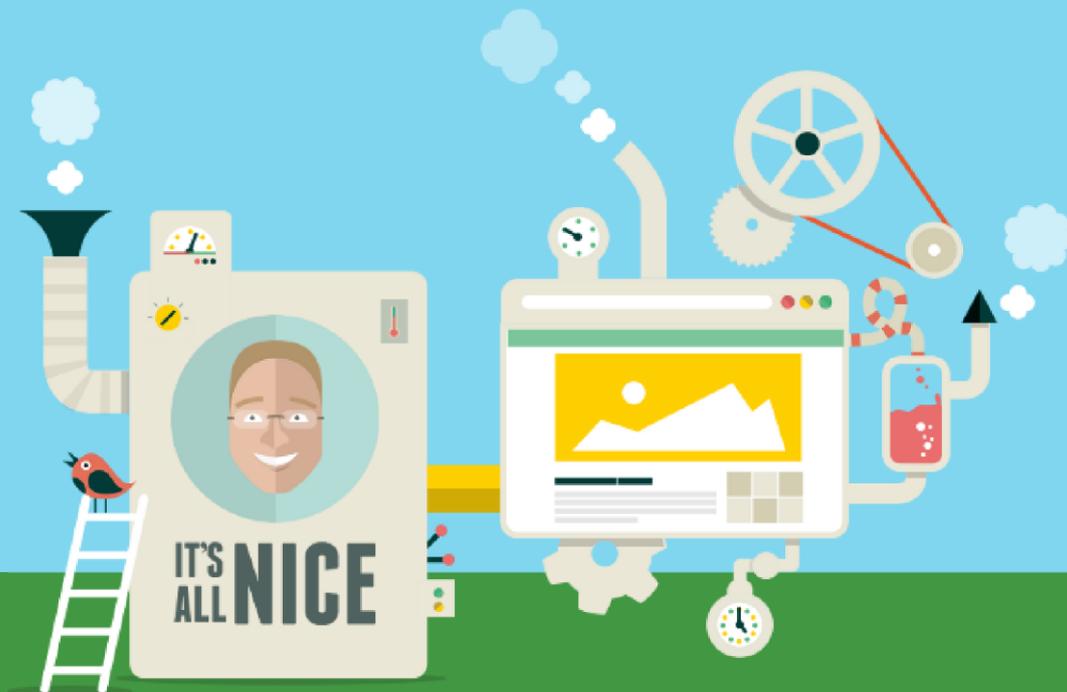


CAN WE HELP?

If all of our questions made you feel as if you were back in school sitting exams, then why not get in touch?

We don't promise to have all the answers for your organisation, but perhaps we can point you in the right direction, and help you take one step closer to the website of your dreams!

Contact Andy at hello@itsallnice.co.uk



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