

## How to Plan Your Business Website

*There is also a Guide to Planning Your Website – Checklist Available from the Jewells Web Website*

Websites come in all shapes and sizes, from simple template designs to bespoke websites tailor made for your needs. Costs can range from a few hundred pounds to several thousand pounds depending on the size of your website and the functionality you require. Jewells Web always provides a full written estimate that sets out the costs of your website, optional extras and the support services that we offer.

### Questions that you'll need to think about

#### What is the purpose of your website?

For example; to showcase your work and create publicity for your business, to share information or promote a cause, to build your mailing list, to sell your products, to link to social media sites.

#### Branding

Do you have any logos or any other branding graphics that you want to include on your site? If so, we'll need copies. If not Jewells Web can create them for you.

Do you have a name for your site which could be used as the domain name?

#### What is your budget?

The cost of a site depends on the amount of content, what it does and how it works. Our websites range from simple, low cost starter sites to high end bespoke sites. We can design to suit any budget.

#### Timescales

Do you have a date in mind for the launch of your new site?

#### Who is your target audience?

What's the age range of your audience? Are they mainly male or female? etc. This may influence the look and feel of your site.

#### What styles of website do you like?

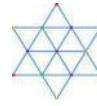
Have a look at other websites to decide what you do and don't like. If you can provide links to two or three websites that you like this is a really useful starting point in developing your websites look and feel.

#### What will be the main pages for your site?

These will form the menu bar links from the home page of your site (e.g. an About page, a News items page, Product pages, Testimonials, a Contacts page etc).

#### What type of content will you display on your website?

For example; blog posts, video, photos, slideshows, a contact form, a feedback form, documents (articles, newsletters), embedded social media feeds from your Twitter or Facebook accounts.



### Providing Images

Can you provide the images for your website? The more preparation you can do yourself, the lower the final cost of the site. They must be images you own yourself or are copyright free. Alternatively we can source images for you.

### Other content

You will need to write the text you require for your website and proof read it.

### Do you plan to sell products from your site?

If so do you want to:

- a. Invite customers to email you with the name of the product that they are interested in, this is the most straight forward, inexpensive and widely used option.
- b. Add PayPal 'Buy Now' buttons to your web pages, this is suitable if you have around 25 items or less for sale.
- c. Create an online shop, if you have more than 25 items for sale, you will need a shop with a shopping cart and payment system. This will have a large impact on the cost of your site (websites with bespoke shops start at £900.00).

### Do you want to collect statistics on things like who visits your site and how often?

We can email monthly statistical reports which will allow you to monitor your website's performance over time. Helping you understand how people are using your site, what's working and what's not. This must be set up when your site goes live as they cannot be collected retrospectively.

## Updating Your Website

### How do you want to update your website and how often?

Your website represents your company, so maintenance is very important.

- a. Jewells Web offers a management package which allows you to forward updates to be added to your site as and when you need them. This is the best option if you have limited spare time or don't want to learn new IT skills in order to add information yourself.
- b. Alternatively you can pay for updates only when you need them. How often you update your site and how many updates you do, will determine which is the best option for you.
- c. A content management system (text only) allows you to edit and add areas of text. This will impact how your site is designed and will increase the cost of developing your site.

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If you'd like to talk with us about your website design planning and process, please email: [enquiries@jewellsweb.co.uk](mailto:enquiries@jewellsweb.co.uk).