

## **A Guide to Planning Your Website – Checklist**

### **Aims and objectives - why do you need a website?**

- to showcase your work and create publicity for your business
- to share information or promote a cause
- to sell your products
- to build your mailing list
- to link to social media sites
- Other

### **Who is your target audience?**

Your design needs to take into account the demographic profile of your target audience

- Age
- Sex
- Life Style

### **Research what websites you like and dislike?**

- Knowing what you don't like is as important and helpful as knowing what you like?
- How would you like your site to look?
- Do you have any competitors? What do their websites look like?

### **How much do you want to spend on your website?**

- How much are you prepared to spend on your site?
- How much are you prepared to pay each year to keep your website live (hosting /updates /domain name renewals fees)?

### **How will you maintain your website?**

You will want your website to develop and change as your business does, which means updating the text and images. Do you want to pay as you go or set up a management plan?

- Advertising new services / products and removing out of date content.
- Adding News items.
- Advertising Special Offers.
- Changing contact and availability information.

### **Do you have a Domain Name already that you would like to use?**

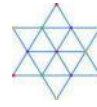
- If not Jewells Web will help you choose and purchase a suitable one.

### **Would you like personalized email accounts creating for your website?**

For example; enquiries@jewellsweb.co.uk

- How many would you like?
- What prefixes would you like? for example; enquiries, sales, info.

### **Jewells Web will set up your website hosting**



## Planning your website's pages

### What pages do I need?

- Home
- About
- Products
- News/Events/Blog
- Contact

### Optional extras

- Contact forms
- Blogs
- Links to social network sites
- Slideshows

### Do you want to track your visitors

- Statistics can be collected for your website monitoring its performance.
- Weekly reports can be sent to you by email.

## Preparing Your Content

### Your content

- Gather any Branding material you already have, eg; electronic copies of your logo.
- Write the text for each of your pages and proof read it.
- Make sure your images are good quality high resolution and preferably in .jpeg file type.

### Selling products online – the options

- Simple; add an image along with the cost and ask your visitors to contact you if they wish to buy.
- PayPal “Buy Now” buttons – suitable if you have up to 25 items for sale.
- Online shops – expensive to develop and run.

### Some final thoughts...

- With enough time and budget all things are possible in web design.
- Websites may look very different when viewed on different computers. How a website looks depends on the browser you use and your computer settings, not the website itself.
- Talk to your website designer about your ideas. A good designer will ask lots of questions and will suggest a solution that meets your requirements.

## Creating a Professional Website is easy With Jewells Web

Just provide your text, images and ideas and Jewells Web will do the rest.

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).