
Website

Planning Notes

Use this workbook to collate your thoughts.



PLANNING YOUR WEBSITE

When was the last time you sat down and reviewed your website and how it fits into your marketing plan? The aim of this sheet is to start your thought processes about things and working out what you need to do to market yourself effectively using your website and more. If you would like to discuss your website content or any other aspect of your marketing needs please feel free to call.

WHAT ARE YOUR BUSINESS GOALS?

People think that they run a business to make money, provide security for their family and eventually to sell and retire to the beach. But, what are your reasons for running your business and how are you doing achieving those goals?

HOW WILL YOUR WEBSITE HELP YOUR BUSINESS?

Fundamentally why do you need a website? Is it to sell directly? Is it to get people to join a mailing list? Get people to call you? What is the result you want from someone visiting the site?

HOW DO YOU SELL WHAT YOU SELL?

This is not always a simple answer. Are you looking to shift boxes or engage a customer for a long-term business relationship with sales occurring for many years to come? By defining how you sell and what you sell you can 'pitch' yourself effectively to potential customers.

CONTENT IS KING! BUT WHO WILL DO THE WORK?

Who in your company is going to be responsible for writing the content, collecting or taking the photos? Do you need outside help? Do the people you want to do the work have enough time to do the job effectively? What content do you have? Can your suppliers give you any help with this part of the site?

POST LIVE MARKETING, GOING LIVE IS NOT THE END BUT THE BEGINNING

The Internet is not a field of dreams. 'Build it and they will come' is not a marketing strategy we recommend to anyone. How does the website fit within your company marketing plans? Do you have a system in place to get found in Google? Are you using AdWords? Do you send mass emails or newsletters? What marketing activity are you going to use to drive traffic to your website and ultimately to buy from you?

Who do you consider to be your competitors?

These are the ones you think of as competitors and the ones who come up when you Google your profession or service.

Your Existing Website

What is name of the company who designed your current website?

Who owns the copyright to the content on your existing website?

Who wrote the text?

Who supplied / took the images?

Is there any content that needs to be transferred?

Who is going to transfer this content once we train you in editing the site?

Can you get a copy of the data from the original site? (Call us to discuss this)

Do you need us to do the work of transferring the content from the old site? A fee may be charged.

Opening Page

First Impressions Count!

What is the primary reason for your website?

What do you do for the customer?

How does this help them?

Who are the target market for your company?

What are the five main areas, services or products you want to feature on the website?

Would a map to your location useful to help people come to you?

What are your opening / trading hours?

What telephone number needs to be on the website?

Describe your company and its benefits to its customers with just 20 words.

If you were writing a newspaper article to describe your company what would the headline be?

After the home page, which do you consider to be the next most important page and what will the visitor gain by going there?

Calls to Action

What actions do you want the visitors to your site to take?

How would you write this (these) in four different ways?

About Us Page

What is your Why – what is the passion that drove the business to be set up?

What is the history of the company?

Are there any key staff who need to be featured on this page?

Have you won any awards?

Do you have any community programmes or charities that you actively support as a business?

What is different about how you deliver your goods or services that makes you stand out from your competitors?

Location Page

Where you are or do business

Is your location important to your customers?

What is the actual address?

Do you have a way of describing how to get to you using landmarks in addition to the street address?

Do you have parking?

Do you have disabled facilities?

Contact Page

Make it easy

What is the primary contact number for customer enquiries?

What will be the primary email address for customer enquiries?

Is a postal address needed?

Do your customers still send you faxes?

Do you have different people to contact for different regions or subjects i.e. repairs / installation / sales / etc.

Links Page

Sharing your viewers

Do you have any suppliers who have quality information on their websites, but who do not promote potential competitors?

Are there any complementary businesses your customers can use or would be interested in as well as your own?

Do you have any friends in business you would like to add under the 'local companies' category on the links page (remember to ask them for a return link)?

Do you have time available to regularly check outside links are still active / relevant?

Common Questions Page

Areas to consider including

Who

- * Who owns the business?
- * Who do I call to ask about sales?
- * Who invented your product?

What

- * What guarantee do you offer?
- * What is your postal address?
- * What makes you different?

When

- * When are you open?
- * When did you start in this business?
- * When can I come and see you?

Where

- * Where do you serve (geographical)?
- * Where is your office?
- * Where did you think of the product?

Why

- * Why should I choose you over your competitors?
- * Why are your services/products better?
- * Why do you not sell online?

How

- * How do I contact you?
 - * How many staff do you have?
 - * How do you quote?
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Product/Services Database

In no more than 50 words how would you broadly describe the services you offer or the products you sell?

If they can't see what they are looking for on the website, what should people do?

What are the main sections of your offering?

Are there any sub categories within these sections?

What services or products fit in the sections/categories?

What images do you have that are general section / category images?

What product images do you have?

Where are these stored?

Product/Service Detail Content

To give you a planning tool to allow you to plan what you want to say about a product or service, generally your customers will need to be shown the following

Product/Service Title

Text Description

Image(s)

Specifications (Could be simple dimensions with specifications in a PDF)

Uses (maybe consider bullet points)

Supporting Document (manuals, promotional flyers)

Part Numbers – if relevant due to product variance

Links to videos – to explain the products (can be embedded from YouTube on the page within the site)

Testimonials Page

Who has given you a good testimonial and do you have their permission to add it to the website?

Do you have any images that support the testimonial?

Have you considered video testimonials?

News and Blogs

Who will be responsible for the creation / sourcing of news items?

Are there any industry news sources you can get permission from to reproduce their articles?

Do you have a plan for the features list?

January

February

March

April

May

June

July

August

September

October

November

December

PDF Library

Do you want to add product or service support information such as flyers or instruction manuals?

When were these last reviewed?

Where are they stored?

Do you want these at product level and / or in a central library of information?

Photo Gallery

Will you be having a photo gallery of events, finished work, and/or company activities to enhance the quality of the information on the website?

Who will be responsible for getting the information for the photo gallery?

Do they have any photo editing skills?

Staff

Do you have any key staff that the clients need to be able to contact?

Do you have any staff with unique or high levels of training, qualifications or experience?

What is the reason to put a staff page on your website? How will it enhance the viewer's perception of your company and make them more likely to contact you?

Images

What images do you have the rights to use on your website?

Do you have good quality images of your facility, shop or offices?

Do you have good onsite images of work being conducted or products being used?

Do you have good images to illustrate your services and the benefits to clients?

Do you have consistent and quality product shots (and sub shots) to illustrate your products effectively?

Copyright Notice

Protect your hard work and DON'T Steal!

Let's put it in simple terms. If you did not write the text or take the image you want to use on your website then chances are you risk breaching copyright law. There are some exceptions, which we will explain below, but you need to remember that just because something is on the Internet doesn't mean you are free to use it on your site.

If you use information or images that you do not have the right to use it is plain and simple theft.

Supplier Information and Images

If you sell products from another manufacturer you will probably find they are happy to supply high quality images to you to help you sell more of their products. If not, then you need to take your own images. It isn't hard and if you can't do it yourself there are many local photographers that offer great service at very affordable prices.

The same is true for the text to describe your products. Most suppliers have standard text that they have spent money to write that they make available for you to use. All you have to do is email and ask them.

Competitors

Do not in any way shape or form steal either text content or images from competitor sites. This can leave you open to being sued. I will repeat that in case you missed it, it leaves you open to being sued.

Theft of Images – do not 'save image as'

As there are a large number of low cost image libraries from which you (we) can get great images and because most suppliers are happy to give high quality images to help you sell, there is no justifiable reason that you would ever steal an image from another website.

That almost ends the desk banging lecture about copyright but if you need a mental image think about this. Imagine you have spent money getting an image of each of your products taken, the photographer costs a lot, but the results were worth it. The images make your products sell. Now imagine that someone has copied those images from your site and is using them to sell their versions of the same thing. How would you feel?

Intellectual Property rights (IP) are being debated all over the Internet and everyone has their own opinion of it. We like to keep it simple, no grey areas. Do not steal other people's work.

There is a government website about this, it is very complex, but take a look at this page and you will understand why people are confused by what is and isn't allowed to be used. <http://www.legislation.govt.nz/act/public/1994/0143/latest/DLM345914.html>

Please Note: If you ignore the above warning (which we will repeat several times during the website building process) then you are the one who will be responsible for facing the fines and public scrutiny. Various countries have laws that can force us to turn sites off if there is suspected IP theft, not just take down the material, but turn off the website.

Our responsibility is also covered here:

<http://www.legislation.govt.nz/act/public/1994/0143/latest/DLM1704693.html>

The last words to say on the issue of copyright are - **be cautious, be prudent and be responsible.**
