

# Planning your new web site

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## A PRIMER

You have decided to go ahead with the new web site.

You know (roughly) what you want to achieve with it.

You have some ideas about how much time effort and money you are prepared to spend on it.

Now the burning question is “*where do I begin?*”.

Read on.

### **About the Audience**

Who is your new web site going to be aimed at?

What kind of initial impression do you want to give them?

*Professional? Crisp? Creative? Intelligent? Cheerful? Informal? Loud?*

Why will they be visiting the site?

*Google search?*

*Media advertising?*

*By invitation?*

*Word of mouth?*

What will they to be expecting from your site?

*Are they just looking for contact information?*

*Are they looking for information about who you are and what you do?*

*A catalogue of your products and services online?*

*A means to buy online?*

*Updates and feedback (on orders placed, or events, or deliveries)?*

What would define a successful visit?

*By signing up for a newsletter?*

*Contacting you, Requesting a brochure?*

*Placing an order?*

### **About the Style**

Is your site aimed at professionals, business people, consumers in general, young people, older people — or who?

What style will work best for this group?

*Clean, avoiding clutter, in line with modern interior design?*

*Minimalist — perhaps showing everything in black and white with just one detail highlighted by use of colour.*

*Dramatic — perhaps with a large picture dominating the front page and / or a bold headline or high contrast graphics or a black background.*

*Colourful — because you want the site to look bright and cheerful, or because the products you sell are themselves colourful.*

### **About The Structure**

How much content will your site contain?

Will there be a lot of sections, calling for extended menus?

How many pages do you predict you need?

How long will the typical page be?

Will there be a lot of pictures or other graphic material? Do you already have pictures that can be used, will they have to be shot, or will they mostly be stock pictures from libraries?

Will there be many external links to other web sites?

Will there be many inward links FROM other web sites? Will they linking to specific articles, specific pages, or just pointing to the front page of your site?