

# Building a Website?

## 10 Suggestions to Help You Get Organized

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Building a website is more than just adding content and pictures to a webpage. Your website will represent you and your business image; therefore, your website should be planned, strategized and designed to express your distinctive style. Your material and content should be researched prior to developing and publishing your website on the World Wide Web.

Listed are 10 suggestions to help you organize your website plan.

1. **Create a List of Pages** – This will create a starting point for discussion. Your web designer will be able to make suggestions for developing your website; however, providing your web designer with your ideas or a “*rough draft*” is a good place to start. This will open the gates to creativity.
2. **Compare Designs You Like** - Create a list of 3 to 5 Web sites you like for their design; such as layout, colors, fonts, pictures, pages, and explain what you like about them. Consider what special tools and features each website has available that appeals to you.
3. **Special Features** – Consider the optimized tools or automations you want to display on your website; such as automatic email replies or customized forms?
4. **Investigate the Competition** – Identify your competitor strengths and weaknesses within their websites.
5. **Budget** – Devise a realistic budget for your web design. What will your budget allow?
6. **Timeframe** – What is your desired launch date? Is there an event or marketing campaign you would like to correspond the launch date of your website with?
7. **Existing Materials** – Supply your Web Designer with your company’s logo, business cards, brochures and/or corporate font. It is important to supply your web designer with any marketing materials you use to represent your business and decide if you want to display these materials on your website.
8. **Content!** – Create a specific list of products and services you want to provide on your website. This will allow your web designer to customize your website content and pages and express your business style.
9. **Web Site Goals & Expectations** – Exactly what do you hope to accomplish with your site? How would you like your website to contribute to your bottom line?
10. **What are your calls to action?** – What do you want visitors to do? Such as call you? Purchase? Or Join your mailing list?

Answering these questions prior to meeting with your web designer will help guide you through your discover process when planning your websites future.

Do you need a website for your new business? Maybe you need an update to an old website that is not serving your business needs any longer. We can help, give me a call at (860) 632-0528 or email me at [info@VBSVirtualAssist.com](mailto:info@VBSVirtualAssist.com).