# FREE WEBSITE PLANNING GUIDE

## WHAT ARE THE STAGES OF CREATING A GOOD WEB PRESENCE ? 4 STEP PROCESS



*A typical marketing website design team*

**Stage 1** - **Preliminary discussion** - where we discuss what you want to achieve on the web. Project Manager defines the proposed brief with the Client, the pages and content required, suggested page layout etc. If we can understand your business well and what you want to do online, we can better deliver the results you want. Do you need to do it in stages ? Will budget dictate these stages? What functionality is required now or in the future? Forum, Blog, Shop, Social Media.

POWERED BY MEANIT

**MeanIT Web Partners**
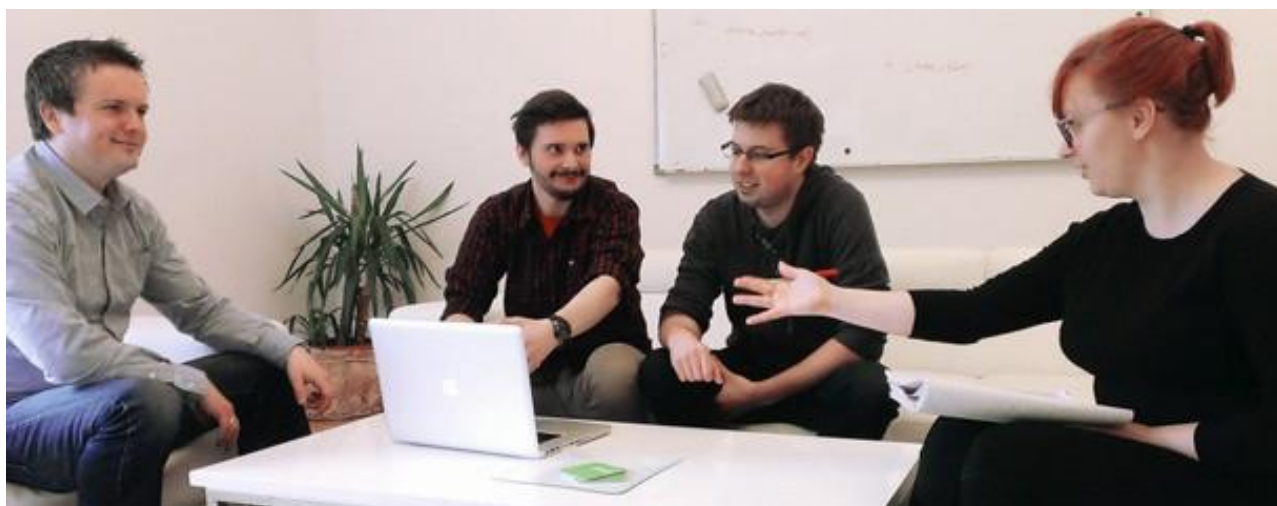**A7 Enterprise Building**
**Ballyraine, Letterkenny**
**Co Donegal, F92 X566**
**+353 76 602 5505**
**+353 86 2510117**
Contact Us

We study what your competitors are doing and how we can get you ahead in search and in conversions. We discuss logical goal setting and a Digital Marketing Plan or Digital Strategy. What are you going to offer online? Does anybody want what you are offering? Have you asked your existing customers what they want, why they deal with you and how a web presence could help them trade with you. Get your customers to tell you what to build rather than just guess what they might want to see.

**Stage 2** - **Layout & Mockup -** We put together Page Layout Structure or wireframe and Graphic Design Mockup option for selection, agree the technical requirements, agree the type of solution to be put together. Static or Dynamic website, Joomla Php or Wordpress, eCommerce or Booking Engine or third party ticketing integration. Agree costs and payments structure.

"We're here to help you plan your Web strategy!"

**Stage 3 – Content** - Collect required original content from client or content creator, text, prepared sized good quality images, video, etc for every single page. Finalise design, create a final draft for approval and then making the site live for testing and tweaking. The content part can take a lot of time, more than you might have envisaged. Think about the prospective visitors and create something that is worth viewing, something interesting, useful or entertaining. The website frame is 1170 wide allowing for a full width image 980 wide or in a Gallery images are typically 600 wide each whilst article images are maybe 300 wide.
All images should be small files, ideally under 100kb each.

POWERED BY MEANIT

**MeanIT Web Partners**
**A7 Enterprise Building**
**Ballyraine, Letterkenny**
**Co Donegal, F92 X566**
**+353 76 602 5505**
**+353 86 2510117**
Contact Us

**Stage 4 – Measuring** - Go live and apply measurement metrics such as Google Analytics and CTA recording. Call to Action buttons can record visitor actions. We can apply standard SEO and if required, monitor same on an ongoing basis. Review performance regularly. The website is just a tool. So who will look after your Online or Digital Marketing? The job is not done when the site goes live, it is just starting and you need to continually work on your website, to increase traffic, and then try to increase conversion, to get a good return on your investment.

# CHOOSING A WEBSITE DESIGNER

*Communications during and after creating the website need to be clear & regular. The time and money invested means that the website needs to be maintained and built upon continuously. Having forged a relationship, the Client and the Developers need to manage it, to produce the Return on Investment envisaged. It is an ongoing process Partnership. Set some realistic targets and review them on a regular basis. Treat it like any business venture.*

**Time**: How long does it take to build a website? The time required to create a business website is usually about 6 to 8 weeks. Once this web presence is created, then it is time to make it work for you, which takes more time. Getting it populated, found, ranked and then making it do something useful and keep tweaking it all the time. Like any tool there is no point in buying it to leave it idle.

**MeanIT Web Partners**
**A7 Enterprise Building**
**Ballyraine, Letterkenny**
**Co Donegal, F92 X566**
**+353 76 602 5505**
**+353 86 2510117**
Contact Us

# WHAT ARE THE INGREDIENTS OF A GOOD WEBSITE DESIGN?

Important ingredients for a good website include sharp design, smart navigation including bottom navigation or footer links, social media integration, good relevant original content, usability, tracking & analytics.

## UX OR UI - WHAT ARE THEY ?

User Experience and User Interface are two terms used in website design that refer to two distinctly different parts of the overall design.

**UX User experience** or user design also referred to as UXD or UED which is all about usability in a website, about the whole process of helping visitors find what they want with ease, navigate easily and follow a simple flow, to help convert a visitor to someone who engages by asking a question or buying a product etc. *"This is an engineering aspect of the websites design."*

**UI User interface** design is the designed 'look' or feel of a website, designed to thrill, to delight visitors, to have them like or want to stay on the website.
*"This part of the design is the aesthetic, the style, the colour"* or the bit that makes a visitor smile.

Both are important and both are needed in good website design, so make sure that your digital marketer and web developer confer with your graphic designer to get it all right.

60% of searches lead to browsers clicking on a Page 1 result, over 40% click on the very top one, and 20% on the second, with less than 20% going on to view Page 2 at all. Digital engagement is everything you do online, website, social, Google adwords, forums etc. Digital Marketing is a science, that can be studied or you can use a Professional - we do.

> *Developers are like Chefs, they want to show you how to do it and impress you with what you can do with the 'solution', so make sure that you get a website that lets you do as much or as little as you like, which allows you outsource as much as you want, rather than getting something brilliant, but complicated and time consuming.*

POWERED BY MEANIT