

kmtaylor.co.uk

Planning Your Site

Think about your reasons for needing a site.
What do you want your site to do for you, what do you hope to achieve?
What are the objectives of the site? Publicity, information or simply a web presence.

Target Audiences

What sort of people will be looking at your site?

Suppliers
Existing customers
Potential customers
Job seekers
Rival companies

What do you think they will expect to see?
Are they web/computer literate?

Time Frame

Do you have a realistic timescale in mind?
Take into consideration the time needed to create copy and source images for the site.

Budget

Do you have a realistic budget for the site?

Content

Who will be responsible for the content?
Can you use copy already used in existing publicity material?
Will your site need regular updating?
How much copy is there going to be? Will the site be quite text heavy?
How many web pages and what sort of pages are required?

Interactive

Do you want any animation or interactive content?
Do you want a whole site in flash?

Design

Do you currently have company branding or company style?
Which colours and fonts do you use?
Is your logo available as a digital file?
Who will have the final say on design issues?

Ideas

look at a range of other websites.
Look at how other sites are structured and how they look visually.
Take a look at competitors sites.
What sort of information do they contain and how many pages.
Look at the quality of the content and the graphics.
How could yours be better?

kmtaylor.co.uk

