

Tips for a successful website project

agency 

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Based on our extensive experience of web design projects, we have put together some advice on how to plan and what to include in your brief, to ensure a smooth and effective process that delivers the results you need.



1. About you

Help us to understand the background to your website project by including some detail about your business. It will help us to understand what you are looking for if you can provide an overview of your company, its size and locations, the number of employees, and the services and products you offer.

Tell us about your brand, your mission, core values and USPs. It would also be helpful to hear about your marketing objectives and any exciting future plans.





2. Target audience

Knowing what is important to your audience will help us to create a more engaging experience for them. The more detail you can provide the better.

What sectors are they from and what types of jobs do they do? What challenges are they facing and how do you help to solve their problems? Describe your ideal client and what they might be looking for.



3. Your current website

Please share any analytics or market research data from your current site. Tell us how current visitors use the site and whether new prospects visit different areas.

Describe your customer segments and how your products and services relate to them.



4. Website objectives

What would you like to achieve from the new website?

Your goals might include:

- Raising your profile online and improving brand awareness
- Increasing the impact of online advertising and search
- Promoting a specific service or bespoke portal
- Highlighting industry topics through blogs and video
- Providing unique insights into your sector
- Engaging with customers to boost sales leads

5. Competitor websites

Who are your main competitors and what is your view of their online presence?

Tell us what you think they do well and where you think they could improve. Which websites function well or offer a positive user experience? It is helpful to know which sites you think are well-designed. These could be within or outside your sector.

Include a list of web links in your brief and highlight what you like about each one.



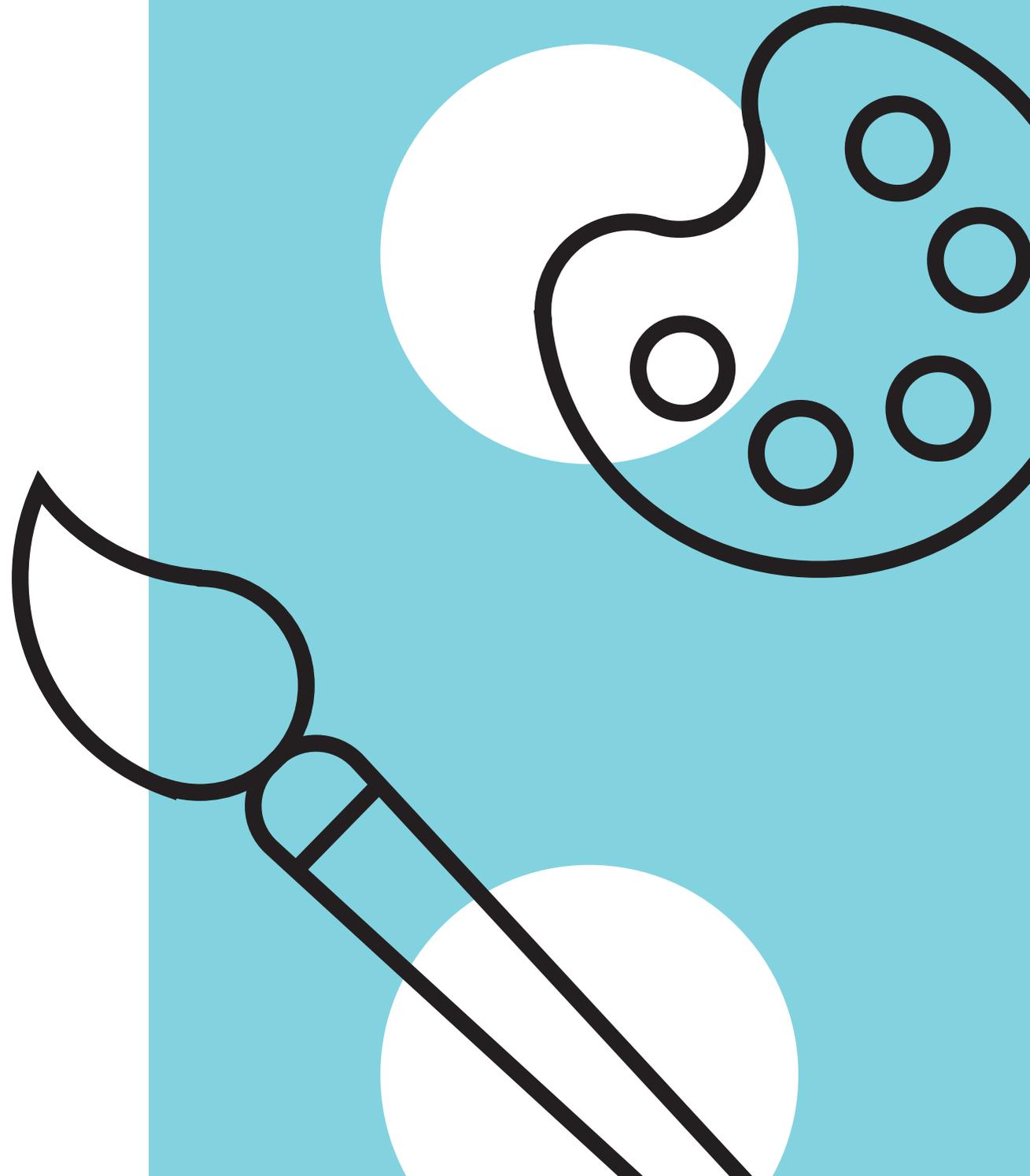
6. Design style

We will take account of your design preferences if you can describe your vision for the new website.

Think about:

- Layout
- Typography
- Colours
- Imagery (photography and illustrations)
- Clever tools or helpful features

Let us know if there are any constraints we should be aware of, and whether you are happy to allow our design team free reign to make recommendations.



7. Technical features and requirements

It is important to consider all your requirements before the project gets underway so make your brief as thorough as possible. Take a broad approach to your brief from the start to avoid the need for additional work later in the process. This is especially critical for largescale projects.



Think about how you plan to keep your website updated.

We need to know from the outset whether the site can be built on the platform we recommend, or whether you would prefer to retain your existing CMS (Content Management System).

Your brief should highlight whether your website requires e-commerce functionality. If so, please include an overview of product categories and variations, payment or checkout facilities, shipping cost calculators or tracking elements. Tell us if you plan to provide access to discount codes or incorporate referral or loyalty programmes.



If you require any bespoke features or if the site will need to be integrated with any other websites, portals, or CRM systems, include in your brief the specific areas that you would like to see in your new website. These might include:



Product and solutions pages



Industry specific pages



Customer portal



News/blog/vlog



Social media feeds



Training section



Discussion forum



Live chat



Interactive map



Events section



Online bookings



Testimonials/case studies/portfolio



About us or company history



Team page

8. In-house requirements

Describe how you would like the site to be managed on a day-to-day basis. How regularly will you be updating and adding content? Will you need to upload or export any form of data?

Let us know if you need to collect any data in addition to the standard Google Analytics.



9. Content



Your brief should be specific about the origin of content for the site. Is this something you plan to provide, or will you need support? If so, please include a draft sitemap in your brief letting us know approximately how many pages will be required. We will review this with you, but it is helpful to understand your core requirements as a starting point.

Before you start to create new web content, agree your internal team, and clarify the approval process. Avoid any delay to your launch deadline by starting to work on content from the outset.

Finally, include an indication of the available assets including photography, illustrations, and graphics.

10. Hosting, support, and maintenance

It is usual for your selected design partner to manage the hosting of your website. Let us know if you have other arrangements in place. Your hosting solution should be secure, provide regular backups, and deliver an optimum loading speed to ensure the best user experience.

Your brief should include the likely levels of ongoing support that you think you will need, including any possible future development plans.



11. Online marketing and SEO

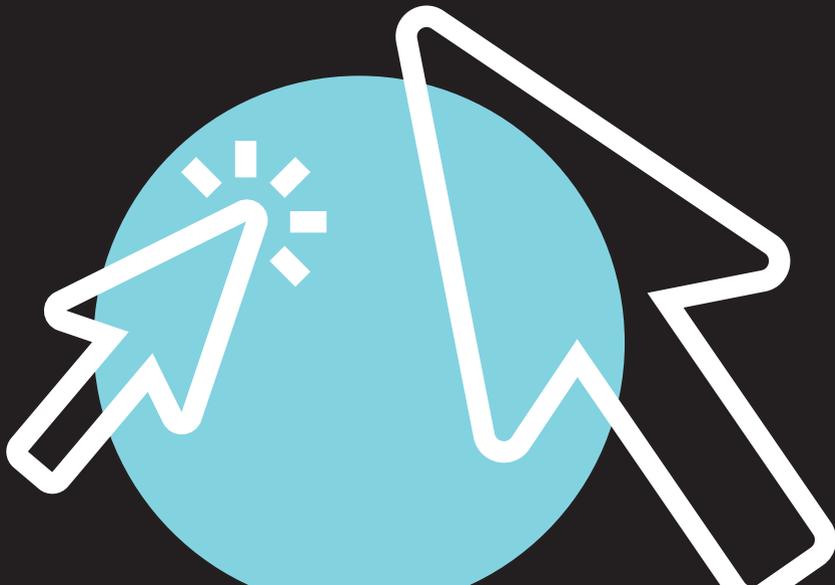
A sound digital strategy will be vital to the success of your new website. Consideration should be given to the tactics outlined below to support the launch and ongoing promotion of the website:

- Keyword research
- Search engine optimisation (SEO)
- Pay-per-click
- Social media
- Email marketing
- Offline advertising



12. Measuring impact

From the outset of the project, try to plan how you will evaluate the impact of your website. Consider establishing KPIs such as target visitor numbers, page visits, page actions, or numbers of leads or appointments. Plan some realistic goals for years one and two and start to collect the data you will need as a starting point.



13. Budget and timescale

A detailed brief, together with a guide on your budget, will enable us to provide clear costings, recommendations, and realistic timescales to help kick start your project. Even an indication of budget will help us to prepare a proposal that meets your needs.

We will work with you to produce a project plan that will include key milestones. Let us know if you are working towards a set date or need to tie in with a new product launch or significant campaign.

We look forward to working with you on your new website.



Talk to us

If you are ready to put this in to practice
why not give us a call and talk it through,
we'd love to hear from you!

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