

# Web Elegance

## Free Web Site Planning Guide



# Planning Your Website

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## What is your website about?

A nice simple question but one that will impact upon everything else you do. Even the biggest of sites can be summarised easily and ideally you can describe what your site is about in one simple sentence.

As you build your site you will be tempted by shiny new widgets or flashy graphics you stumble across which can easily lead to you going off topic or creating a confused site.

The answer to this question is essentially your mission statement and will help you to maintain focus throughout the development process.

### Mission statement examples:

“Organize the world’s information and make it universally accessible and useful.”  
*Google*

“To provide a global trading platform where practically anyone can trade practically anything.” *eBay*

“To build a place where people can come to find and discover anything they might want to buy online.” *Amazon*

## Segment, target & position

Every market, no matter how small, has multiple segments with one or more unifying characteristics. The art is to identify those you want to target and then position your site in such a way that they respond to it positively.

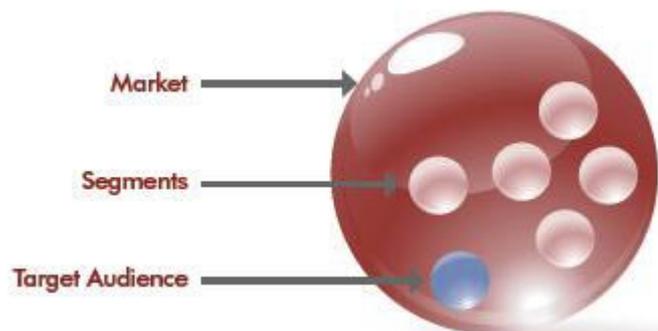
### Segmenting your market

The categories below are not mutually exclusive and you can mix and match to your heart's content...

- ✓ **Demographic:** Age, gender, marital status, ethnicity, occupation...
- ✓ **Geographic:** Country, County, city, town, size of population...
- ✓ **Behavioural:** Benefits sought, Occasions (e.g. Christmas), usage rate, price sensitivity...
- ✓ **Psychographic:** Interests, activities, opinions, attitudes...

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Tone of voice  
Where you advertise  
Navigation  
Services offered  
Prices  
Products Sold  
Method of Contact  
Colours used  
How you advertise  
Your logo  
Depth of content  
Everything!



It is likely you will do a lot of this unconsciously and you don't have to sit down and draw up a business plan General Motors would be proud of, but make sure you always keep your audience in the back of your mind whenever you make a decision.

## Market research

Unless you are first to market you will be competing with other websites for people's eyeballs and loyalty. To avoid reinventing the wheel take advantage of their hard work and have a look at what they have done and sign up to any newsletters / marketing emails they have.

- ✓ How have they structured their website?
- ✓ What tone of voice do they use?
- ✓ What services / extras do they offer?
- ✓ What can you do differently / better?
- ✓ What are their product features / prices?
- ✓ How do they promote themselves (new and existing visitors / customers)?

Note: This isn't to suggest you should copy any design work or web copy just take inspiration from what is good and fill any gaps you see.

To see how active they are marketing themselves and gaining brand exposure use Google's web search, news search and blog search. To find out which sites are linking to them use Yahoo's site explorer <http://siteexplorer.search.yahoo.com/> It is also worth looking at their meta-description and meta-keywords. Although they no longer influence the large search engines some sites still add them. From this you can see which keywords they deem to be most important and then use that information on your own site.

### How to view a sites meta-description & keywords:

Go to their website  
In your web browser click on 'File' > 'Source'  
The meta data is always in between the <head></head> tags online

## Search results

Conduct a series of searches using your market's core search terms:

- ✓ Which sites are ranked highest organically?
- ✓ Which sites are advertising using PPC?
- ✓ Are any user feedback / comments ranked highly and what do they say?
- ✓ Who are the big directories / forums / blogs in your market?

## Forums, blogs & niche social networks

Have a look around the social media sites that cater for your target audience and see what people are saying about their current providers, both positive and negative (e.g. "I wish they gave me xyz as well" or "Mine has been so quick in responding to me"). From this you can see where the gaps are and what people consider to be important.

## Choosing a domain name & hosting

### Picking a domain name

You'll find a warehouse's worth of content online offering advice and guidance about choosing a domain name, but to be frank it's not that hard. The difficulty lies in finding one that is actually available!

A good domain name should be 3 things:

1. Easy to remember
2. Easy to type
3. Relevant to your service or brand

Ideally it should also still have the .com, co.uk & .net available to prevent you losing traffic and anyone cyber-squatting on one of the big three domain extensions in the UK.

You will find that a lot of descriptive domain names already have the .com taken and possibly the co.uk as well. An alternative to both options described above is to create a name that could not possibly have been taken and build your brand around that. Existing examples include Ning.com, Meebo.com & Flickr.com.

#### Example:

- ✓ Colchester-marine.co.uk
- ✓ Colchestermarine.co.uk

Longer names are often difficult to decipher

- ✗ Colchestermarineandboatsuppliesltd.co.uk

## Hosting & Design

### Choosing a professional service with room to grow.

If you want to start small and build your site or you have limited experience with managing a web hosting choose a service that offers scalability. Most basic hosting packages will have more than enough space and traffic allowance to get you going with the added benefit of everything on the server being set up and ready for you (software, databases, email etc). All you have to do is upload your site's files and fill the databases with data. Technically way beyond Shared hosting dedicated servers are the preserve of large and/or data intensive sites whose owners have an advanced knowledge of the technical/back-end aspects of running a site. If you choose a hosting package today, that shouldn't mean you are stuck with it unless you cancel. Your web

host should offer a clear no-fuss upgrade path. You will be amazed at how many don't so if you have ambitions of growth ask about this before you commit to them.

## Design

Key technical aspects of your site will determine how well it does compared to the billions of other websites on the Internet. You may be tempted to pop into your local PC store and buy a DIY web design package, but like most things in life, if you could get excellent results for £49.99 you wouldn't need web designers and you certainly wouldn't be reading this.

A good web design company will ensure the design meets the W3C standards as a minimum and that the site is designed to a current web standard. You can check any site by using the [W3C validation tool](#). The site will need to be designed so that it provides the right information to search engines in the right order. This can be seen by viewing the source of a website and the order would not necessarily be the same as you view it on the screen.

## Structure & content

### Draw a site map

One of the most frustrating experiences is to hand code your navigation's menu and copy that across the entire site only to find you need to add another page and link. After updating all the menu's you find yet another page is required and you have to go back through it all again (and again...).

A little bit of planning up front will become a major time save further down the line so before you dive in to coding your site sit down with a pen and a paper and draw out how each page links to the others.



### Wire framing

Once you have done this the next step is to 'wire frame' your pages. Here you forgo any thoughts about the design (colour, icons, font formatting etc.) and piece together the basic layout and purpose of each page.

Following this process may seem a bit boring and tedious but because you have already visualised how the page elements sit together you can prevent any unnecessary (and painful) changes further down the line where you hit a brick wall and have to come back to start again.

