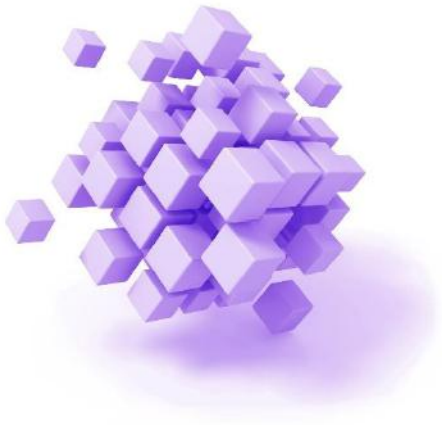
Guide to Planning a New Website



Use this guide to start planning a new website for your business. Use it as a guide when building or own site or give it to your website designer.

Your answers don't need to be long or complicated, but the more information you have up-front, the less time it will take to build and launch.

As website designers, we'd give you a discount if you came prepared with information! If you need a designer, contact Purple Gen.

GOALS

What should your website do for your business?

Write 3-5 goals ranked by importance.

1. _____
2. _____
3. _____
4. _____
5. _____

AUDIENCE

Define your target market, their general demographics and preferences.

FUNCTIONS

What does the site need to do for your audience to achieve your goals?

- ☐ Sell Products / Downloads
- ☐ Sell Services
- ☐ Sell E-Courses
- ☐ Take Payments
- ☐ Social Media Sharing
- ☐ Videos
- ☐ Photo Slideshows
- ☐ Email Request Forms
- ☐ Build Subscriber/Email Lists
- ☐ Blog
- ☐ Portfolio
- ☐ Maps
- ☐ Add Products Later
- ☐ Add Content Later
- ☐ Request a Quote
- ☐ _____
- ☐ _____
- ☐ _____
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- ☐ _____

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DESIGN

What do you want your site to look like? Are there colors or other elements from your brand?

What are other site designs that you like?

Branding Elements from My Business

What's More Important?

☐ Form (a site that looks amazing)

☐ Function (a site that has amazing functionality for the user)

Other Sites I Like, and Why

CONTENT

What information does your audience want? What will 'sell' them on your product or service and make it easy to take the next step?

Choose One:

☐ Copy (reading) is most important to my audience

☐ My audience is more interested in photos, videos or graphics

COPY

Choose One:

☐ I can write good copy for a website *(Are you really sure? This is really important!!)*

☐ I need writing help (Either hiring a writer or a good editor, especially if SEO is a factor.)

The tone of my copy should be:

☐ Friendly and laid back ☐ Business casual

☐ Very creative ☐ Business formal

Top Calls to Action (what visitors should do after soaking in your content).

1. _____

2. _____

3. _____

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PHOTOS

Choose One:

☐ I already have large photos

☐ I have photos, but they need some editing

☐ I will need to purchase stock photos

☐ I will need to have a photo shoot done

VIDEO

Choose One:

☐ I don't need video

☐ I already have video(s)

☐ I have video(s), but need some editing

☐ I will need to purchase stock video(s)

☐ I will need to have a video shoot done

PAGES

The pages that should be included:

☐ Home Page	☐ Products	☐ _____	☐ _____
☐ Contact Us	☐ Services	☐ _____	☐ _____
☐ About Us	☐ Request a Quote	☐ _____	☐ _____
☐ Location	☐ Pricing	☐ _____	☐ _____

E-COMMERCE PRODUCT CONTENT

If applicable

PRODUCT DESCRIPTIONS

☐ I already have descriptions written

☐ I have descriptions, but they need editing

☐ I need to write descriptions (or hire a writer)

PRODUCT PHOTOS

☐ I already have product photos ready to go

☐ I have product photos, but they need editing

☐ I need to have product photos taken

PRODUCT PRICING

☐ I need to set prices

☐ I already have product pricing set

- ☐ Each pricing (1 product with 1 price)
- ☐ Quantity discount pricing (different prices for larger quantities

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E-COMMERCE

How should your web store function? What do you need to make it easy for yourself and accurate for your customers?

PAYMENTS

How will you accept payments? Will they integrate into your current payment system?

SHIPPING

How will charge shipping and handling?

SALES TAX

Do you need to charge sales tax separately? For which states?

COUPONS & SALES

Will you offer coupon codes or other special sales? Briefly describe.

ORDER PROCESSING

What is the general flow of information? Will it need to integrate with your accounting system?

INVENTORY

Do you need to manage inventory and out of stock items on your website?

REPORTING

What kinds of reports will you need about your web store?

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MARKETING

How will you market your new website? Just because you build it, doesn't mean you're going to get traffic.

- ☐ SEO
- ☐ Paid Search Ads
- ☐ Facebook (free)
- ☐ Facebook Ads (paid)
- ☐ Instagram
- ☐ Pinterest
- ☐ Linked In
- ☐ Other Social Media
- ☐ Build Subscriber/Email Lists
- ☐ Directories
- ☐ Local Search
- ☐ Backlinks
- ☐ Email Marketing
  - ☐ MailChimp
  - ☐ Constant Contact
  - ☐ Other
- ☐ Influencers
- ☐ Word of Mouth
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

BUDGET

What is your budget for launching a website? For ongoing costs?

DESIGN & LAUNCH

Low End $ _____

High End $ _____

Photography $ _____

Copywriting $ _____

ONGOING COSTS

Site Fee (monthly or annually) $ _____

Maintenance (typically monthly) $ _____

Content changes and additions $ _____

SEO $ _____

Marketing $ _____

DOMAIN, HOSTING & EMAIL

DOMAIN NAME (URL)

- ☐ I do not have a domain name
- ☐ I have a domain name, but there is no website there currently
- ☐ I have a domain name, and there is an existing website on it

Domain Name: _____

HOSTING

- ☐ I do not have a website hosting company
- ☐ I already have a web host

Hosting Company:

_____

EMAIL

- ☐ I need to set up email on my domain, i.e., name@yourdomain.com
- ☐ I have email on my domain already

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NOTES & QUESTIONS

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