



Thinking About and Planning Your Website

This guide is intended to give you some key questions to keep in mind when thinking about and planning your website. Ideally, you should work through each of these areas with your Okio Studios web designer.

Your Organisation

How would you define your objectives and role as an organisation?

Many of the key questions you would need to answer when starting a business or launching a product are very relevant when planning a website. You should be aware of the purpose of your website in relation to your business as a whole.

What makes your organisation unique, and how could this be conveyed through your website?

Think about what you can provide to potential visitors and customers that no one else can.

Your Website

What are the specific business goals that you want to achieve with your website?

Think about actions or events that can be measured, for example completing sales or generating leads. These goals will be important in determining how successful your website is. Aim for three key goals, and try to avoid things such as 'high numbers of visitors', as this is normally just a means to an end and not helpful in itself. Also consider the primary role of your website – is it an information, e-commerce or community based site?

Who is your target audience, and how will you reach them?

It's important to know who you are trying to reach, as this will have a big impact on the way your website should be designed and marketed.

How do you envisage the look and feel for your website?

Your website will need to portray the right kind of image and style to attract and keep the right types of visitors. This also applies to the tone of your written content.

What will be the domain name for your website?

Your domain name should reflect the unique nature of your organisation but also be relevant to your website's goals and offerings. Be aware that your first choice might already have been taken, so have a few different ideas in mind.

How can the information and pages on your site best be organised and categorised?

The structure and navigation of your website will be one of the crucial factors in determining how successful your site is. This is one of the few areas where your website should not necessarily match your organisation – your website should be structured in the way that makes it easiest for a visitor to find what they are looking for, not in the way that most reflects your business structure.

Marketing Your Website

How can your site be marketed to your target audience?

Two of the biggest online marketing opportunities are through search engines and social media networks. Okio Studios can ensure your website is optimised to attract the right visitors through search engines – you should consider what keywords and search terms will be the most important for your website, and discuss these with your web designer. You should also consider paid advertising and sponsored links with search engines, as well as a social media marketing strategy.

Looking Forward

Who will be responsible for looking after your site and keeping it up to date?

One of the biggest potential problems with a website is out of date and irrelevant content. Think about which areas of your site will change most frequently, and discuss options for making maintenance easier with your web designer.