PRE-PLANNING YOUR WEBSITE

Start to figure out the best type of website for your business, with features that will help you achieve your online goals by answering the following questions:

What is your overall objective for your website? *Ex. Showcase my pet grooming services*

▶ _____

Who is your target audience? *Ex. Pet owners*

▶ _____

Where is your target audience? *Ex. Los Angeles*

▶ _____

How do you want visitors to describe the "feel" of your website? *Ex. Edgy, fun*

▶ _____

How much information do you want to provide on your website? *Ex. As much as possible*

▶ _____

Do you want to interact with customers using your website?	☐ *Yes*	☐ *No*	☐ *Not sure*
Do you want to establish yourself as a thought leader (to build credibility) through your site?	☐ *Yes*	☐ *No*	☐ *Not sure*
Do you want to increase referrals with your site?	☐ *Yes*	☐ *No*	☐ *Not sure*
Do you want to drive business to your brick-and-mortar store?	☐ *Yes*	☐ *No*	☐ *Not sure*
Do you want to collect visitor contact information?	☐ *Yes*	☐ *No*	☐ *Not sure*
Do you want to sell products or services on your site?	☐ *Yes*	☐ *No*	☐ *Not sure*
If so, do you want to process payments on your site?	☐ *Yes*	☐ *No*	☐ *Not sure*

★ If you plan to sell products on your website, you'll need high-quality pictures of your wares from various angles. Plan ahead to make sure the images in your online storefront window will capture site visitors' interest — and compel them to buy from you, rather than your competitors.

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