

Website Development Brainstorming Worksheet

WEBSITE FACTS

1. Content is most important. **The information on your website is what produces results.**
2. Websites are a visual media. **Graphics are important.**
3. Websites take time to “load”. Especially since more and more people are using mobile devices to access your website; **simplicity is imperative.**
4. **The number one purpose behind your website is to capture a lead’s information.** Marketing and sales are a secondary function. First, you **MUST** get contact information from those who go to your website - so you can follow up for real sales.
5. **There is legal stuff you should consider.** A Privacy Statement as well as any Disclaimers and Waivers unique to your industry should be made available.

WEBSITE CONTENT CONSIDERATIONS

As Fact Number Two says, websites are highly visual. How yours looks is very important. It is never as important as content, though. Your website must produce results. **It is imperative to determine your content first, and then build your look around that.** Don't make decisions on content based on whether or not you know how to "do it" on a web page. Let the web designer work out the mechanics. You nail the content...

1. **Know your value.** You need to know what is most important about you to your customers. Value is often difficult to pin down. As an example, the real value for many who go to McDonald's is NOT cheap burgers - it is actually consistency. People around the world know that a McDonalds anywhere else will be just like the McDonalds at home. What is MOST IMPORTANT ABOUT YOU to your customers?
2. **Know your website's function.** What is the website going to actually DO? Will it be a landing page for people who are interested in your product, and all it does is direct them to another step (such as a phone call, or your store location)? Will they be able to actually buy the product? Is it a place primarily for first timers to go, or regular customers, or both?
3. **Know your image.** Will you be selling yourself, or a brand you wish to establish, or maybe you merely represent a national brand? How do you want to be perceived when people visit your website (usually a first time impression, which is very important)? Are you dark and serious, or bright and cheery? Are you simple and spartan? Are you creative and artsy? Some details that will help are knowing what colors you prefer, and what font styles.

4. **Know your copy.** One of the biggest challenges for people who develop websites for others is NOT the physical aspect of loading up a web page. It is trying to get the client to tell them what they want the web page to say or do. Determine the words you want to use. Have all the images and videos ready that you would want to include. Consider what you would want the following pages to say (you may not use all these pages; you may have more - these are the basics)...

a. **Landing Page.** This is the first page people see. Put your value here. Be simple here. Include buttons here for quick access to your primary action steps (buying your top three products/specials, or clicking here to contact us by email, or “Free Newsletter”, etc.). Many include a video with a 1-3 minute description of what you are all about. Make it obvious what the NUMBER ONE action step is that you wish a person visiting this page to take. I recommend testimonies. Oftentimes there is a separate landing page for every marketing campaign.

b. **About Us.** This is where you can put some details about you, your business, your product, your value, etc. Many websites put short bios with pictures of the business's top people, and a short story of the history of the company.

c. **Contact Us.** Put all the ways you wish to be contacted. If you don't want people just showing up at your location, then don't put your address. It is easy to put a Google Maps widget showing where you are, and it is easy to put an Info Form where people send you an email.

- d. **Home.** This is oftentimes the only landing page for a real small adventure. Even if it isn't the primary landing page, it should also have your value quickly summarized, quick pick buttons, and testimonies.
 - e. **Store.** This is where people go to shop. This may be a list of three books you wrote. It may be a list of choices of photo shoots if you are a photographer. It may be a catalog with a thousand retail items in it. Most items listed in a store will include a visual graphic, a description, an item number, and a price.
5. **Domain Name.** Choose a DOMAIN NAME for your website. As an example, mine is KenBertin.com. Website addresses are not case sensitive. Also, it is not necessary to enter "www." anymore. This is a given. Try to keep the name simple and short. Longer names are more difficult to remember, and mis-spelling is the number one reason people have a difficult time finding a site. Avoid dashes and underscores.

Don't worry too much about choosing .COM vs. .NET, or .ORG. These days, any of the above is acceptable, and there are no "rules" or laws dictating what you use. There are other endings available that we can discuss, based on your industry (.EDU, .TV, .GOV, .CO, etc.).

FIVE “HOMEWORK” ASSIGNMENTS BEFORE WE MEET

1. **Summarize your value.** Be able to clearly communicate to me what is most important to your customers.

2. **Decide on the functions you wish your website to perform.** Three typical choices are...
 - a. Info Page Only
 - b. Info and Lead Capture
 - c. Info, Lead Capture, and Store

3. **Gather all the images and videos you wish to use.** I have stock images and videos available if necessary, but they do not always match your specific look. You will need a LOGO.

4. **Write up your copy.** Short and sweet is better.
 - a. Name and Tag Line.
 - b. Short ABOUT.
 - c. Long ABOUT - Story, Bios, Testimonies.

5. **Choose your domain name.** Think of three different versions in case your first choices aren't available.

THE NEXT STEP...

Once you finish your five assignments we can have our first meeting. At this meeting I will review your goals for your website, and suggest solutions with accompanying prices and time frames. I can usually have a basic Info & Lead Capture site up within two weeks, and this usually runs \$399 (my set-up fees, domain name purchase, and web builder purchase for one year).

Once we have a strategy for your website, we will choose a template and load up the basics. From there, you will be able to see what your website will look like. Together, we will tweak it to match your vision. Once it has a shape you like, we will PUBLISH it and then anyone can go see it.

I can show you how to modify your website in the future, so that YOU have complete control. Once you see the process for developing your website, I think you will agree that it isn't too hard. I use the HOSTING SERVICE called WIX.com. Feel free to check them out. They are very reliable, and very user-friendly; and their prices are great.

Your fee that you pay me will include a purchase of your domain name, and a WEB BUILDER service through WIX. These fees are usually as low as \$16 to \$40 a month, with specials that can get you in for \$150 a year. As with any service, it is possible to add on features, especially if you are doing a complex STORE, which can cost more.

God bless your efforts on completing the five “homework” assignments. Call me, or email me, or text me, or PM me on Facebook, etc., etc., if you need any help.

-KEN

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