

Build a Website Booklet



Small Business
Development Corporation

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smallbusiness.wa.gov.au

Build a Website

Getting started

This booklet can be used to record the information you gather during the research and planning phases of your project. This can then be used as the basis for creating and promoting your website.

If you're using a professional designer to build your site, give them a copy of this booklet once completed. Or, if you're planning to build the website yourself, you'll find this booklet useful to clarify what your website needs.

Contact details

Your name: _____

Business/company name: _____

Mobile number: _____

Email address: _____

Business description: _____

Existing website address (if applicable): _____

Website overview

Website purpose/goal:

Website topic:

Most wanted actions:

Website message:

Target audience

Geographic:

Demographics:

Psychographics:

What is your product or service offering

Product/service 1: _____

Main customer benefit:

Product/service 2: _____

Main customer benefit:

Product/service 3: _____

Main customer benefit:

Keyword research

Top 10 keywords/phrases

Keyword	Monthly search volume	Bid price

Competitor research

Top 10 competitor sites

Keyword	URL	Page title	Page message/ notes

Domain names

Domain name: _____

Three other domain name options:

What does my website need?

Feature	Yes	No	Maybe
Content management system (CMS)			
Responsive web design			
Shopping cart			
Payment gateway			
Online booking system			
Blog			
FAQ			
Forum			
Email server			
Email marketing			
Photo/video gallery			
Site search			
Banners			
Drop-down navigation			

Shopping cart features

What does my shopping cart need?	Yes	No	Maybe
Integration with an existing accounting system			
Ability to implement discount codes and post specials			
A loyalty rewards system for users to earn and redeem on my site			
Affiliate programs that encourage other websites to refer customers by offering rewards			
Enhanced multimedia for each product, eg. video, multi angle viewing and zooming			
Customer review and rating options for each product or service			
Detailed descriptive features, such as sizing, colours, and materials			
A currency converter			
Customer registration option			
Quick buy or 'checkout as guest' feature			
Option for customers to shortlist their favourite products			
Pre-checkout shipping and tax information			
Inventory control system			
Automatic emails to confirm a customer's initial transaction, when their item has been dispatched and follow up to seek feedback after the item has been received			
Automatic email follow-up of abandoned orders			
Reporting features to monitor shopping patterns			
Integration with email marketing/CRM system			
Multichannel integration with other online marketplaces such as eBay			

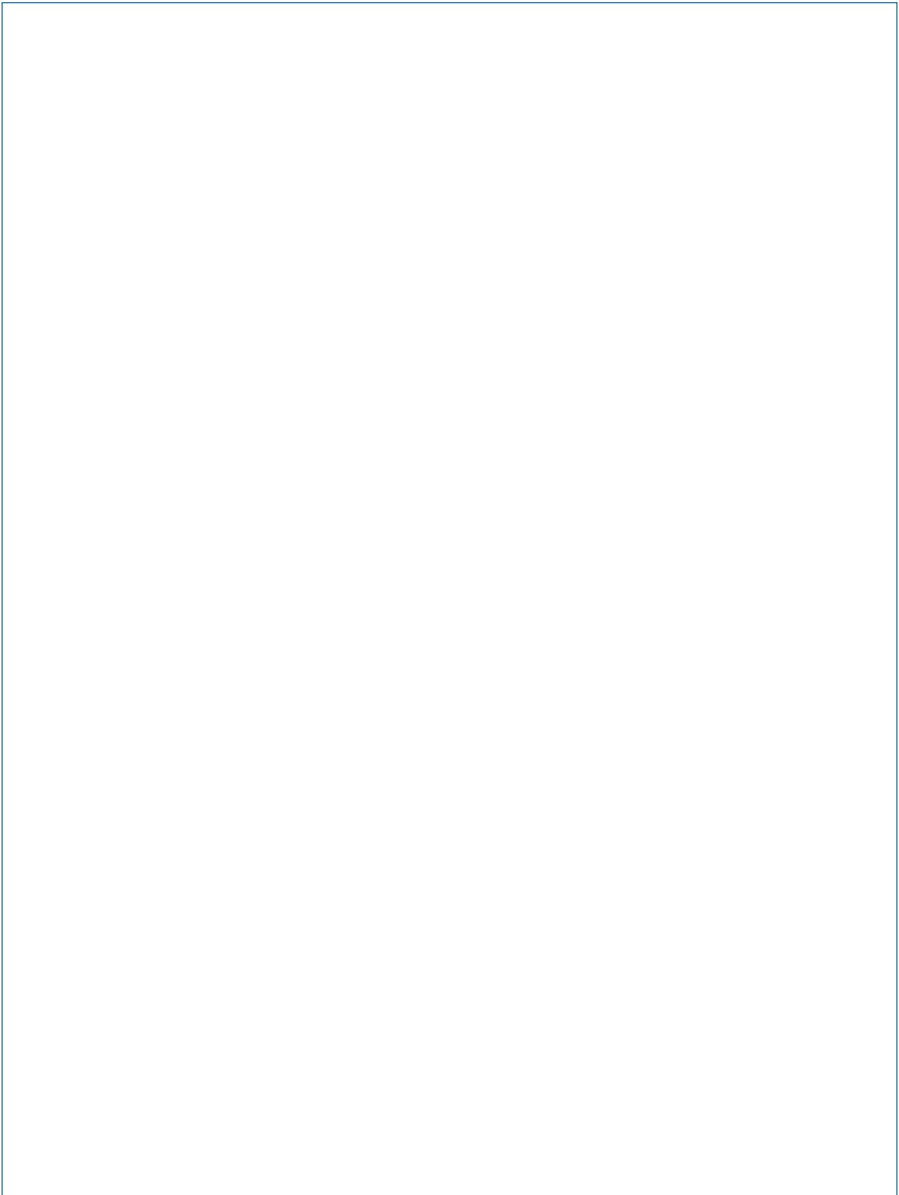
Additional shopping cart features

Feature	What does it do?

Online payment gateways

Provider	Product name

Draft site map

A large, empty rectangular box with a thin blue border, intended for drafting a site map. The box is currently blank.

Planning each page

Use the template below for each page of content on your website.

Page name: _____

Page description: _____

Page title: _____

Most wanted action: _____

Main points to convey: _____

Keywords: _____

Multimedia usage: _____

Target audience: _____

Content: _____

Visual design

Overall look and feel you would like for the site eg. corporate, fun, kid friendly

Colour scheme: _____

Three sites you like

Site 1 URL: _____

What you like: _____

Site 2 URL: _____

What you like: _____

Site 3 URL: _____

What you like: _____

Three sites you don't like

Site 1 URL: _____

What you don't like:

Site 2 URL: _____

What you don't like:

Site 3 URL: _____

What you don't like:

Images supplied by: _____

Website templates:

Name	URL

Testing your site

- Internet Explorer
- Mozilla Firefox
- Microsoft Edge
- Google Chrome
- Safari
- Opera
- iPhone
- iPad
- Android phone
- Android tablet

- Menu links checked
- Content links checked
- Content proof read
- 'Contact us' form tested
- Shopping cart tested

Web hosting settings

Have you arranged web hosting? _____

If yes, note:

Control panel URL: _____

Username: _____

Password: _____

Conversion

What conversions will be tracked?

A/B split testing ideas:

SEO

Keyword: _____

URL to link to: _____

Page message: _____

Title tag: _____

Description: _____

Headline: _____

Call to action: _____

Page content: _____



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