phrogstudios

clientguide

Client Guide

Below are a few ideas which may be helpful when deciding on what questions to ask when considering a new website. Thought should be given to the following key areas for further consideration/discussion. They may just act as a handy check list.

» Web Site Strategy

Audience - Who is your audience, who are you specifically targeting? Are they Consumers, businesses etc. Does the site need to accommodate businesses, customers and/or suppliers?

Function - What is the purpose of your site? Do you understand or have a clear understanding of the business needs and what you ultimately expect from the website. Will the site assist directly or indirectly with your business profitability, will it be for the purpose of information sharing or a marketing tool and extension to your portfolio.

Ambition - How does the site tie in with your companies goals? Will you sell a product or service online and will you need eCommerce facilities? Will you require extensive product details displayed online? How does the site help you obtain or retain customers? Do you want news letter subscriptions and the like?

Size - How large will your Web site be? Larger sites invariably cost significantly more due to the set up procedures, template and site map creation. Will your site be 10 or 100+ pages in size. Have you thought about limits for the size and scope of the site?

Interactivity - Will your Web site offer interactive features to visitors? Can visitors send email, order a product or request information? How can the site give you feedback?

» Web Site Set-up

Hosting - Do you have your own Web Server therefore maintaining the site internally? Consider fault restriction features so that your site can be up and running 24 hours a day. Do you require an external Internet Service Provider (ISP) to host your site and perhaps make updates?

ISP - Do you know what an ISP is? Have you selected an ISP? What internet access restrictions do you have? Do you have dial-up or Broadband?

eCommerce - Do you plan to make online sales? If so, does your ISP offer a "secure" server? Are you able to handle credit card payments? What about Paypal, a service becoming more recognised for its internet use.

Response - Will you have a designated person responsible for responding to email requests/messages from your audience? Can you respond to email messages within a fixed period, ideally within 24 hours?

» Web Site Content

Categories - Have you decided what the main categories or sections will be on your site? Will the categories link to products and services or to more general subject areas with sub-categories?

Structure - Did you think about preparing a site structure/flow chart to identify all the components of the Web site? Have you identified what subjects within the site might link to other subjects?

Programming - Will you need custom computer programming to enable features on your site? Do you plan to have a guest book, shopping cart, order forms or a calendar of events? Do you want any information or interactive inputs to be related to a database for marketing or sales purposes?

Opposition - Who are your competitors online? Of those, which competitor sites do you like and why? What competitor sites do you dislike and why? How can your site beat the competition?

Drop Links - What Web sites would you like to link to? What Web sites do you want to link to your site? Have you thought about registering your site with search engines? Obviously we carry out a certain amount of search optimisation within the website itself; however you can register your site with the main search engines. One good way of optimising the site for search engines is to allow well known links to other well known websites and vice versa.

Content - Is all of your content both text and graphics in electronic form? Do you require photography services? Will you need content creating?.

» Web Site Maintenance

Frequency - How often will your website be updated? Do you plan to update daily, weekly or monthly? Think about product updates, special offers perhaps or even company news.

Competency - How capable/proficient are you or the person(s) maintaining your site with HTML? Can you afford to have an external company update your site or do you need to update in-house?

Employees vs. External Assistance - who do you, foresee maintaining your site? How much will it cost? Will staff prepare content and a external company handle HTML conversion and posting to the website? Are you willing to pay a monthly fee for site maintenance?

Tuition - If you or your company will maintain the site, have you planned for online administration tools? Will you or an employee need HTML and web site management training?

» Web Site Marketing

Marketing - How do you intend to market the website? Company livery, does this need updating or creating so that letterheads/business cards and the like display your website? Do you want your site to embrace your current company livery and unique identification and do you have the artwork?

Online Promotion - Are you planning to register the site with search engines? Will you contact the media to review your Web site? Do you plan to buy any Web banner advertising on other sites?

Feedback -What do you want to know about visitors to your web site? Do you want to know where they came from to reach your site? Do you need to know the total number of hits and page views?