

## Business Website Planner

Planning an online store? Contact Attitude for information on the easy and affordable way to sell online.

Below are some questions to help orient your thoughts about requirements for a new website. Answering these questions is an important step towards building a successful business website.

### Goals

**What are your reasons for building a website?** Some broad examples include reducing costs, improving or preserving market share, and improving customer service. You can probably be more specific.

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## Attitude Planning Guides

*business\_website\_planner.pdf*

Download from: <http://plan.attitude.net.nz/>

Helping you create an effective online store or website.

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### Introduction

This guide looks at major questions that will assist you in planning a business website.

### Overview

- Goals
- Marketing Issues
- Content
- Graphical Look
- Costs and Requirements
- Other Considerations
- Contact Attitude



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**What are your goals for a website? Be as specific as possible.**

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**How will you evaluate these goals? How will you measure success?**

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## Marketing Issues

**Who are your existing customers?** Are they international, local or national? Age? Wealth? Occupation? Other significant characteristics?

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**Who is the intended audience of the site?** Are they international, local or national? Age? Wealth? Occupation? Other significant characteristics?

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**Who will update the site?** An employee? A website developer? A website maintenance service? Someone else? If you choose an employee, will they need training?

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**What forms and interactive elements are necessary?** Contact forms? Search feature? Order forms? Others?

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**Graphical Look**

How do you want the site to look?

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What types of images, colors, fonts and other graphical elements do you prefer?

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**How does the site need to look to be graphically consistent with your existing marketing material?**

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**List sites that reflect your design preferences.**

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## Costs and Requirements

What is your initial budget for development?

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What is your ongoing budget for maintenance, hosting and promotion?

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**What date would you like to have the website completed by? What other time requirements or constraints are important?**

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**Are there any particular requirements for your web hosting provider?** For example: an online database, website statistics, a secure server... NOTE: a developer can help you answer this if you aren't sure.

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## Other Considerations

**How will operating a website change your business?** For instance, how will you handle inquiries generated by the site? How will you fulfill orders for your products or services from another country?

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**Who is your competition on the web and what are they doing that is good/bad? What can you learn for your website?**

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List some possible domain names. For example: [www.yourname.com](http://www.yourname.com) or [www.yourname.co.nz](http://www.yourname.co.nz).

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**Contact Attitude**

Once you have answered these questions, contact a website developer like Attitude Group Ltd to share your plan. They will be able to answer your specific questions and work with you to create a site. It isn't necessary to know the answer to every question, but the questions should alert you to some of the issues involved.

We hope you found this planning guide on website development useful. If you require website development, promotion or support in the future, please consider Attitude Group Ltd as your partner. Good luck in building your new website.

Attitude has specialist expertise in creating online stores. If you are looking to sell online, let us tell you about an affordable and easy way to build a website that sells.

Contact Attitude on the web at <http://www.attitude.net.nz/contact.html>.

