

Website Planning Is Important. How To Do It?

Creating a website isn't something you just do on the spur of the moment. Instead, it's a process that requires careful planning. Think of it as something like creating a blueprint for a building and laying the foundation before you start adding particular features.

If your website goes live and you find that it doesn't really do what you wanted it to or that some aspects of it are flawed or lacking, you're going to have to spend extra time and resources making changes. In the meantime, you might be losing customers.

An experienced team from Bold Eye Media, supporting businesses in the Bellingham, WA area, can work with you on every aspect of website planning so that your website represents your branding, reaches your target audience, encourages conversions, and more.

Let's take a look at some of the specific things we'll help you do.

Establish a Purpose for the Website

That may sound obvious. The purpose is to generate business, right? However, your website actually will focus on something more specific in particular, and what that something is affects the approach we're going to take. Some websites exist primarily to sell products, some are for generating leads, some seek to provide information and resources, and yet others aim to promote brand awareness. It's likely your website will do more than one of these, but there's still going to be a main focus, and we're going to want to plan the site with that in mind.

For example, if the principal goal is to sell products, it's important to make sure product information is good and easy to find, the site is responsive, navigation is easy and doesn't require too many clicks, and the checkout process is fast, simple, and secure.

If, though, the principal goal is lead generation, then the approach is going to be much different. We'll want to plan the site with developing leads, marketing, and other necessary software and external websites in mind.

As you can see, "What is my website's purpose?" isn't such a simple question after all, and the answers to it vary widely.

Determine Who Your Audience Is

The people using your site or the people you're hoping to reach are not all the same, of course, but they're going to have some overlapping characteristics based on what your products or services are, and getting to know those things can help you design an experience that appeals to your audience. Things you'll want to learn about include age, education, habits and interests,

etc. There are multiple ways to do this, and we can help determine what works best for both you and your customers.

Figure Out How You Will Generate Content

Creating content for a website usually involves a lot of writing. If you look back to your school days, you might recall that writing was not exactly something a majority of your classmates got excited about. Writing isn't a strength for some people, and there are also people with strong writing skills who really don't like writing.

When factors like that apply, it's easy to get behind schedule or generate subpar content. If writing content isn't your thing or something you just prefer not to do, we can help with content creation. If you *are* writing your own content, we can help you make sure your content is user-friendly, effective at supporting your mission, and doing well among results on search engines.

Incorporate SEO into Your Website

That gets us to SEO, short for Search Engine Optimization. SEO has become absolutely critical in today's Web-driven marketplace, and it's getting harder to keep up without effective SEO. The team working with you will see to it that your content contains trending keywords and phrases and that your site is checking other boxes necessary for high landing rates in search engine results. If you're not appearing among the top results or at least among the first few pages of results, you're going to have a much harder time generating new leads and reaching new customers.

Integrate with Social Media

You're forgiven if you think people already spend too much time oversharing and seeking attention on social media. However, all that traffic on social media, and it just keeps growing, is increasingly becoming an important way for businesses to promote their branding and their products and services, effectively reaching a wider audience.

You'll want to integrate your website with social media to attain those benefits. Part of that involves knowing which platforms your audience prefers and when they tend to be online. That way, you'll make sure you're reaching people on the sites they frequent at the times they use them. Otherwise, you might be reaching an audience of few or none.

There are all kinds of ways to do this, from simply including links to embedding images to incorporating feeds or comment threads, and it's important to know what works best for your site's goals and its viewers.

Plan Out Specific Features Your Site Will Need

Search tools, discussion boards, user-specific content, maps and diagrams, and live chats are among the virtually endless features you can have on your website. As you plan your site's goals and needs, you can decide which features you want and how to implement them. With careful planning, you avoid the risk of going live and then deciding there's something you want to add, which can create delays (and lost business) as you go through the redesign process.

Examine What the Competition Is Doing

Competing businesses check each other out all the time to see what they're doing, how they're marketing, and what seems to be working well for them. Doing this helps make sure you're not out of step with the rest of the pack while also maintaining your own individual identity and appeal.

Evaluate the Effectiveness of Your Current Website

If you already have a website up and running, it's a good idea to study what's working and what isn't. Is there obsolete content that needs replacement or updates? Are there pages viewers are closing or not opening? Is the site-mobile friendly? Things change rapidly in this marketplace, and a site that worked well a few years ago might not be up to today's standards.

Make a Plan for Updating Content and Features

It's important to understand that change is constant in the online world. Whether you plan to maintain and update your website by yourself, internally, or through an outside service, it's necessary to develop a plan for how and when to evaluate content and how everything is working.

Take a BOLD Approach!

At Bold Eye Media, one of our specialties is designing websites optimized for our individual Bellingham-area clients' needs. Our priorities are you and keeping your business and its branding effective and relevant. If you're in the process of designing a new website or getting a makeover for an existing one, we're here to make that process smooth and headache-free for you. To get started, just contact us today, and someone will be in touch within 24 hours.

[Go Bold with us!](#)

IMPORTANT: This written material has been prepared based on sources which you provided. Neither Flocksy or the creative who wrote the copy makes any claims whatsoever as to the accuracy of the information contained within, and they are not responsible for any legal or financial difficulty resulting from the use of this written material. We encourage you to review it thoroughly before disseminating it or using it in trade.

SOURCES USED:

<https://www.commonplaces.com/blog/the-importance-of-website-planning>

<https://savoirfaire-us.com/blog/the-importance-of-website-planning/>

<https://www.webfx.com/web-design/website-planning-process.html>