



Design Questions

1. What's your site's ultimate purpose?

- Could be just a posh online business card.
- Might be because all your competitors are doing it.
- You might need to showcase your designs, products, or work you've completed – a sort of brochure.
- Do you need to get a message across, change opinions or seek opinions?
- Do you want to get noticed? This is probably the No#1 objective for any business. Reaching a wider market.
- Do you want to sell online?
- Other reasons might be for a change of image, a short term promotion or publicity activity.

Deciding this is step 1. Don't go any further until you've done this. If you're in any doubt where to start, then perhaps a look at your business goals & vision (if you have any) are as good a place as any.

2. What's the 1 thing above all else, that you would like visitors to do while on your site?

- Buy something?
- Register?
- Enter a competition?
- Read something?
- Download Something?
- Call you?
- Email you?



We need to get whatever this is right up there on page 1 so people know why you want them there.

3. What made you make the leap & decide to get a website?

Is there a problem? In this recession, many people are afraid to admit that there's a problem, and perhaps people's habits have changed forever. Perhaps you need to focus on new business streams

4. What are your likes & Dislikes?

Have a look around the web. Make a note of the URL's for any sites you like (& dislike) so that we can use this as an influence to your site design.

5. Your target market.

Is it local, regional or beyond. This will influence the wording for the site, as well as the keywords.

6. How often will you want to update the site?

Google loves fresh content. So do your customers. Give them all a reason to come back to you by keeping it up to date. You might want to consider some elements of content management system functions of the site so that you can update news stories, or other areas.

7. How much effort are you prepared to put in to get the site noticed?

Marketing your site is vital to raise your Google rankings, and get the site used. Getting the right copy is also very important. We can offer copywriting services alongside your web design.

8. What's your budget?

A single page site can be as low as £150. An e-commerce site can be up to £3k. You need to consider that this is an investment like any marketing activity you do. So, what's the lifespan of the site? What sort of return do you expect? If we know this, then perhaps we can measure it, as well as working towards it in the first place. For full prices, visit www.villagewebdesign.co.uk – we have clear prices up front.

Answer all these, and we can get going on your site!

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We Provide

- Affordable web design
- Free Hosting
- Free SEO services
- Free Text & Image Updates

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