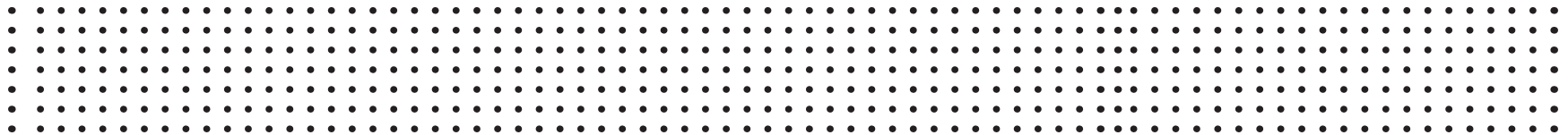


THE GUIDE TO PREPARING FOR A NEW WEBSITE

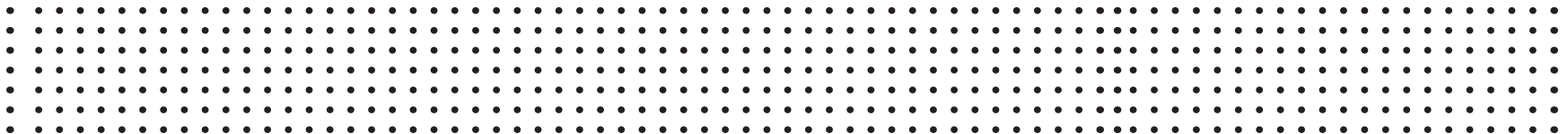


OVERVIEW

You've made the decision to get a new website? Very exciting!

With all of the moving parts involved with a project of this scale, it's important to be organized. The following guide outlines the various areas to consider when starting on a new website project.

The team at Powderkeg is always ready to help you through your journey. In addition to making professional websites for our clients, we enjoy helping them throughout the entire process, including planning and after-launch support.



WHO'S ON THE TEAM?

First and foremost, you need to define the team.

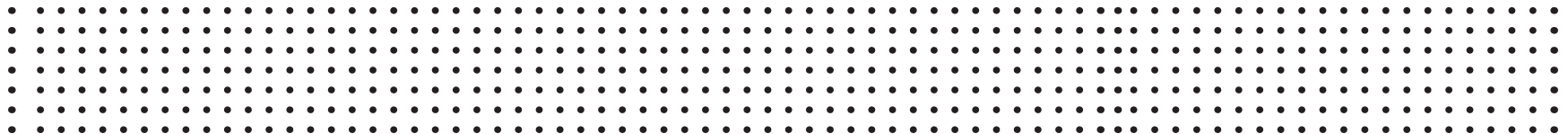
Remember in Lord of the Rings when they created The Fellowship of The Ring? Kinda like that.
You're going to need to figure out who's going to fill what shoes on your project.

Point Person _____

Content People _____

Approvals _____

Others _____



GOALS

Think big picture.

What are you hoping to accomplish with your new website? Write down your top goals, in order of importance, for what you are hoping to get out of a new website.

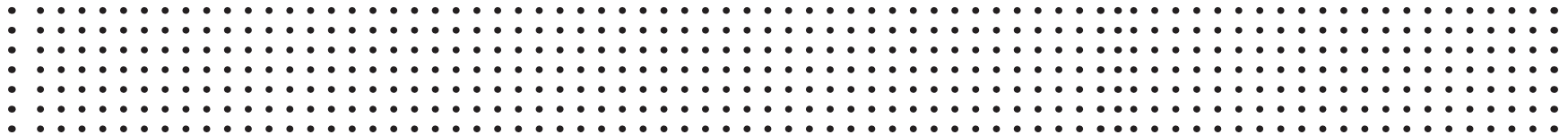
1. _____

2. _____

3. _____

4. _____

Examples: Develop a more modern and professional brand appearance. Create a website that will act as a qualifier. Increase quantity and quality of website leads. Publish helpful resources for prospective and existing clients.



WHO ARE YOU?

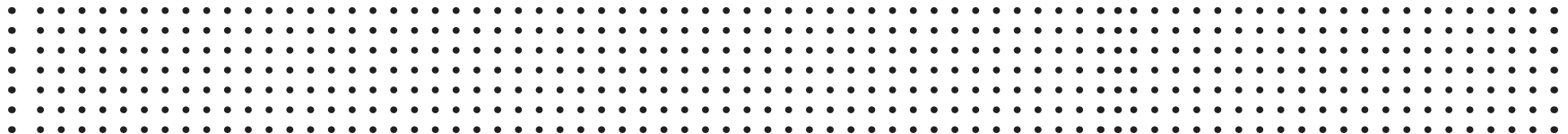
We oftentimes forget to take a look in the mirror.

As a business, who are you? Explore what it is that you actually create, both in terms of services/products, and the value you bring to your customers.

Describe your business in a few sentences: _____

What value do you offer to your customers? _____

What sets you apart from the competition? _____



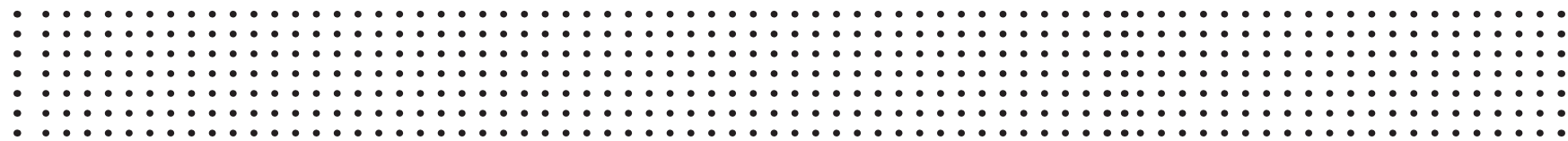
DEFINE THE AUDIENCE



Your audience will determine how you build your website.

You want the design and content to resonate with the people who visit it. Try to define at least three audience segments.

	1st	2nd	3rd
Audience Name			
Title/Position			
Age/Gender			
Geographical Location			
Values			
What content they “search” for			



CONTENT STRATEGY

Ever heard somebody say content is king?

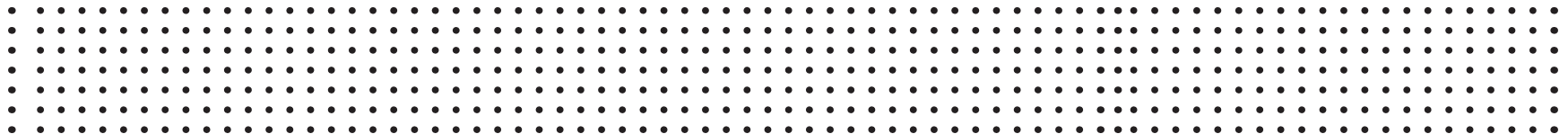
It is. For your new website to be a success, you need your content to be relevant and engaging for your target audience.

What types of content? ☐ Blogs ☐ White Papers ☐ Case Studies ☐ Project Gallery
☐ News/Events ☐ Videos ☐ Other _____

Who is going to create it? _____

Who is going to read it? _____

Who is going to share it (amplify)? _____



BRANDING AND DESIGN

In the digital age, your website is a cornerstone of your company image.

A new website is often used as part of an evolution in your brand. Before getting started on the project, it's important to reflect on the look and feel of your brand.

BRAND ASSETS

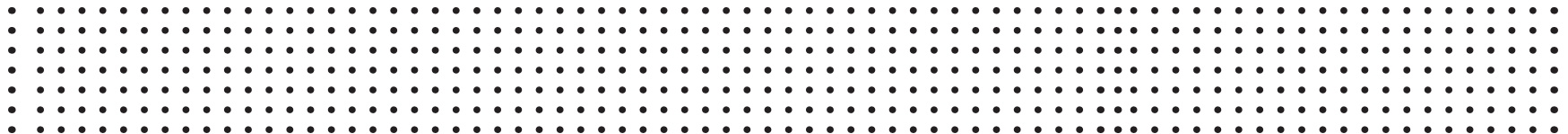
Logos (formats) ☐ EPS (vector - most preferable) ☐ PNG ☐ JPEG ☐ TIFF

Tagline _____

Fonts Primary _____ Secondary _____

Color Primary _____ Secondary _____

Imagery (direction/look/feel) _____



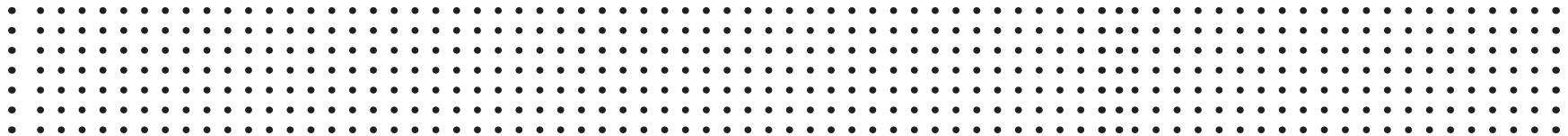
BUDGET

Over 60% of purchases are made online, before your prospect even talks to one of your salespeople.

Your new website is an investment. Having a professional looking design, with helpful content, is a powerful sales asset. Your budget for your new website needs to be appropriate based on your overall sales and marketing goals.

What's your budget range? \$_____ to \$_____

Are there other marketing or sales purchases that need to be considered in conjunction with your new website? _____



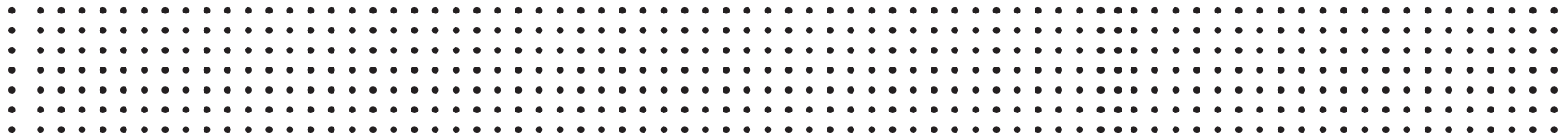
TIMEFRAME

Wouldn't it have been nice to have your new website finished yesterday?

Building a professional and custom website does take time. This is why it's important that your team is ready to set aside time to provide feedback, create content, and focus on execution of your digital strategy.

Do we have a goal for going live? _____

Considering your team, can key players set aside time for the project? _____



POST-LAUNCH STRATEGY

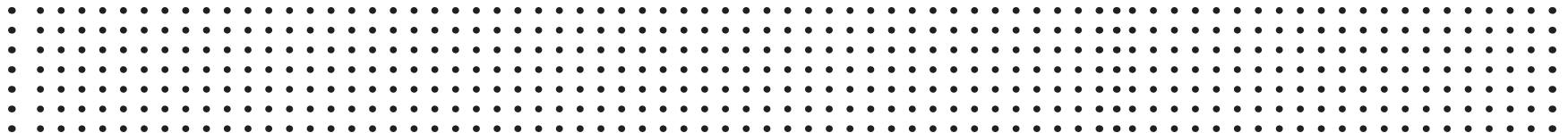
Your website, thankfully, is not just an online billboard.

It's a living sales and marketing asset for your business. Don't let the momentum stop after you go live. Plan for the ongoing management and strategy of your website.

Who's managing the website internally? _____

What team of people are creating content? _____

How are you going to incorporate your new site in future campaigns? _____



READY TO LEARN MORE?

**We're ready to talk about the next steps!
Let the Powderkeg team work with you to create your new website.**

CONTACT US!

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