



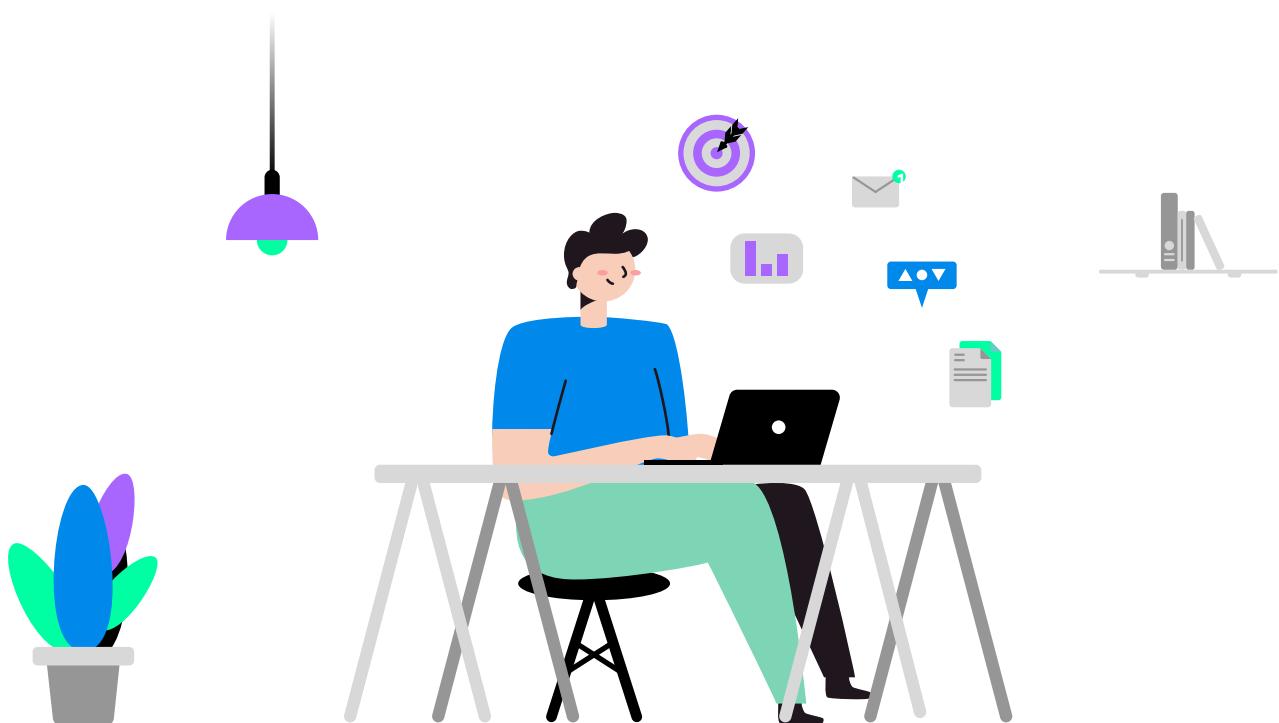
# Essential Decisions to Make Before Building a **Website**

This guide will get you confidence, direction and a clear vision to creating a site that will effectively reach your goals

Thinking of a website, but unsure where to start?

Yeah, of course, you need a domain name, a hosting service and find the right developers or a website builder to create the website. But that's not what you do first. Before you even start thinking about the technical aspects of building a website, you need to take a step back and **think about your goals**. What is the purpose of the website? Who is your target audience? What kind of content do you want to include? Once you have a clear vision for the website, you can start working on the logistics of making it a reality.

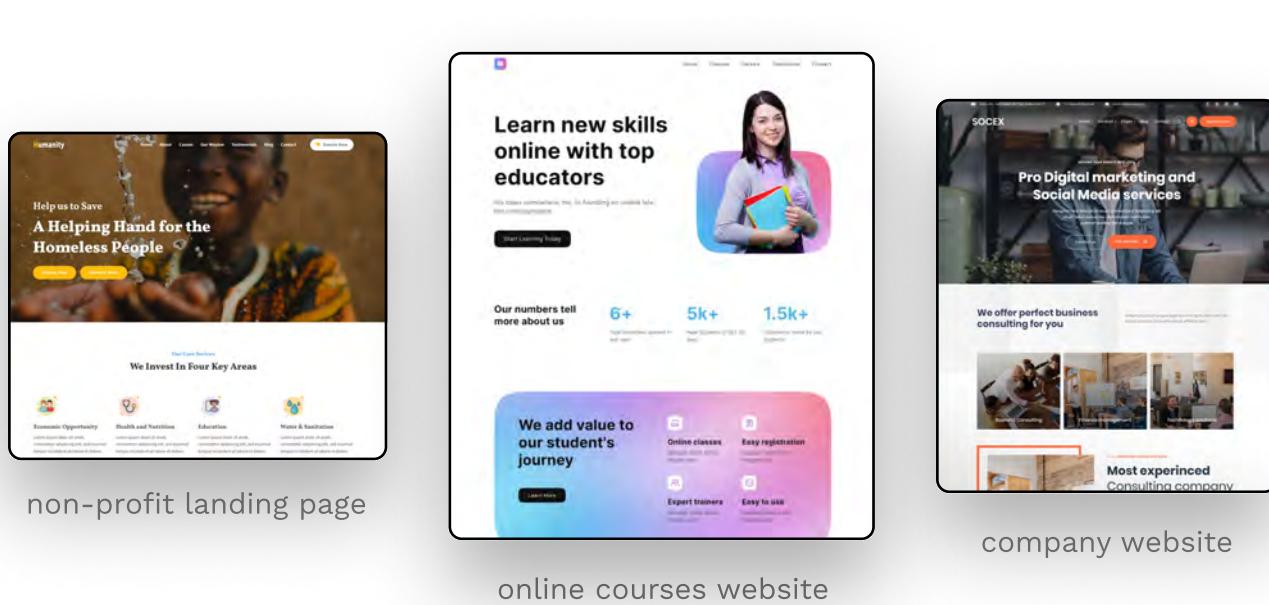
Follow the steps in this guide to get a clear vision and direction of what you need to do and where to go from that.



# 1. Purpose

Every website exists for a reason. That reason could be to sell a product, to educate the masses on a particular topic, or simply provide entertainment. Whatever the purpose may be, it is important that this **purpose is clear** from the moment someone arrives on the site.

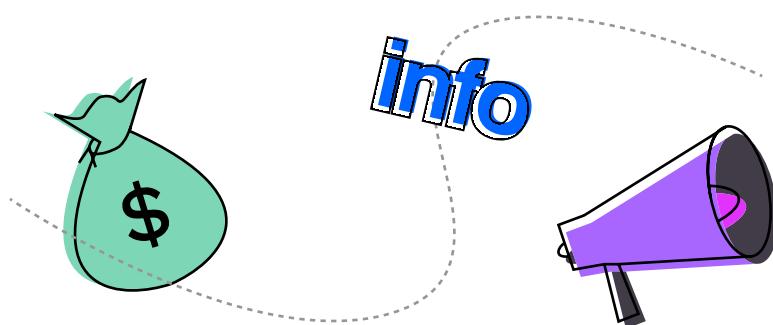
For example, a site selling a product will want to include clear images and concise descriptions. In contrast, a site meant to educate will want to include a lot of information and possibly some interactive elements.



The following questions can help you identify the purpose:

### What is your website for?

Are you looking to sell products or services? Do you want to build a community around a common interest? Are you sharing information or promoting a cause? Knowing the purpose of your website will help you determine what type of website to create and what content to include.



### Who is your website for?

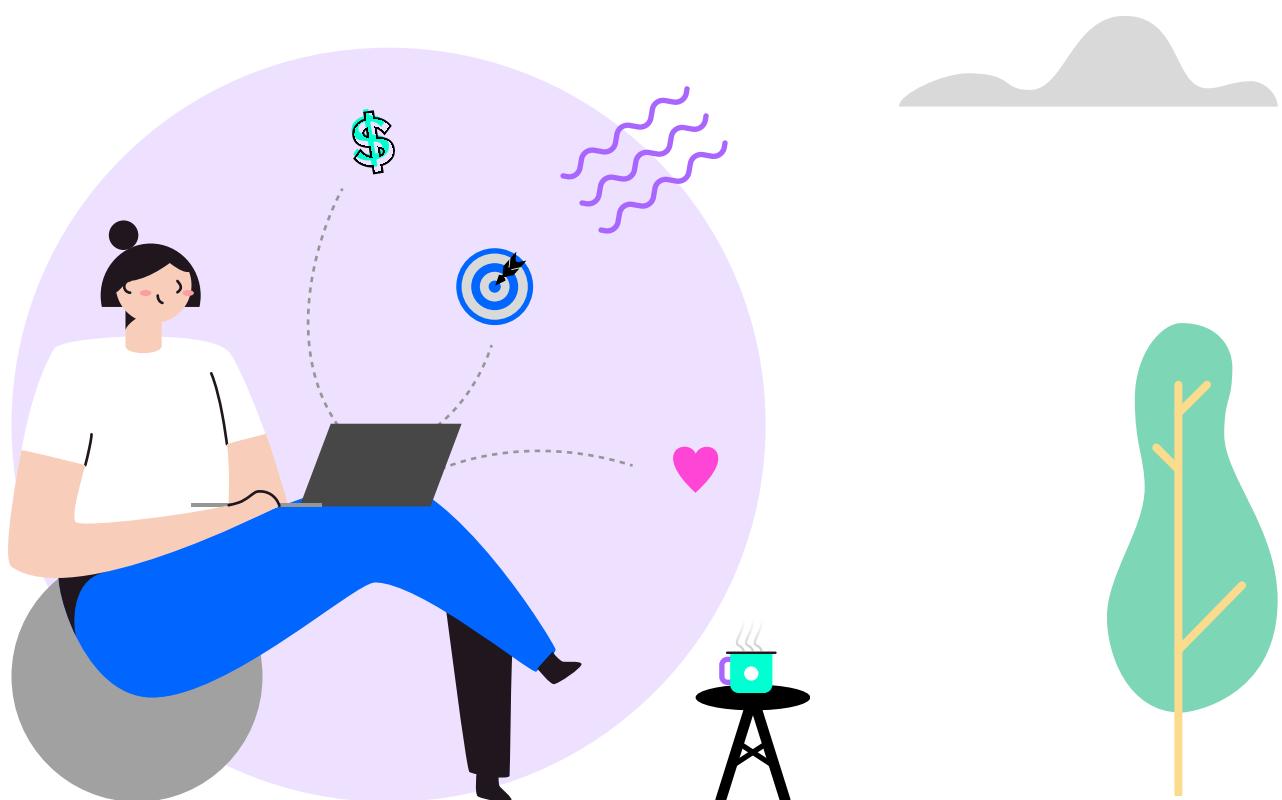
This refers to your **target audience**. Who are you making this for? What are their needs and wants? Take some time to brainstorm and define your target audience. Once you know who you're making your website for, you will understand how to design your website in a **suitable and accessible** way for your visitors.



## What do you want it to bring you?

Are you looking to make sales? Drive traffic to your brick-and-mortar store? Get people to sign up for your newsletter? Once you know what you want your website to do for you, you can start making design decisions that will help you achieve those goals.

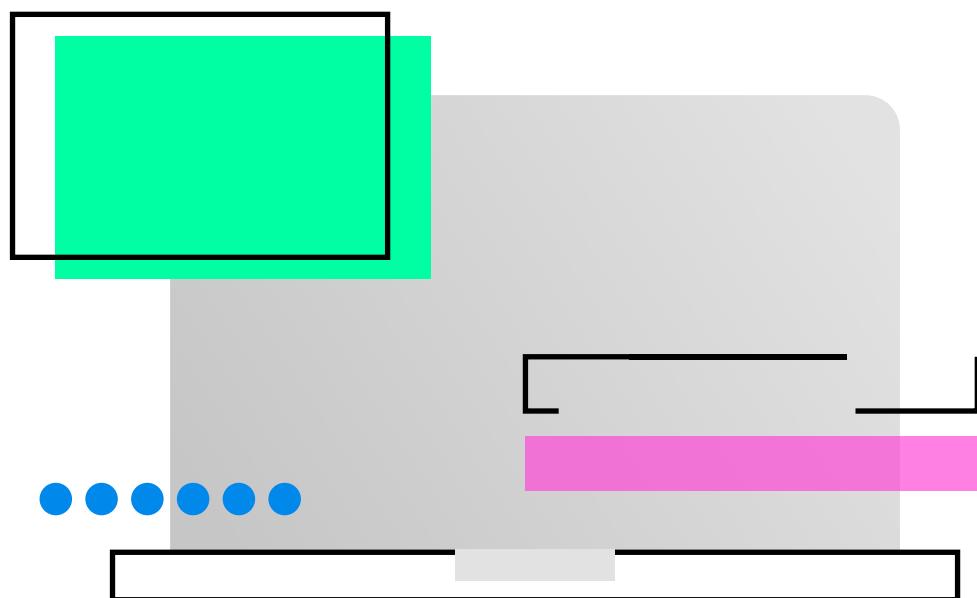
For example, if you're looking to make sales, you'll want to make sure your website is easy to navigate and includes **clear calls to action**. If you're trying to get people to sign up for your newsletter, on the other hand, you'll want to make sure your website is engaging and includes a prominently placed **sign-up form**.



## 2. Type of Website

Once you know the purpose of your website, you now need to determine what kind of website you need.

There are a lot of different types of websites. Starting from next page, you will find a list of common websites with examples that can get you an idea of which one would **best pursue the purpose** that you identified earlier.



## Landing page

If you're looking to sell a product or service, then a landing page is a great tool to have in your marketing arsenal.

A landing page is a one-page website that's designed with one specific goal in mind: to call your visitors to action.

This could be anything from:

- Leaving their contact details
- Buying a product
- Booking a call

And so on. Landing pages are typically very concise and to-the-point, as they want to quickly capture the attention of the visitor and convince them to take action. This is why it's important that your landing page is well-designed and clearly communicates what you're offering and why people should care.

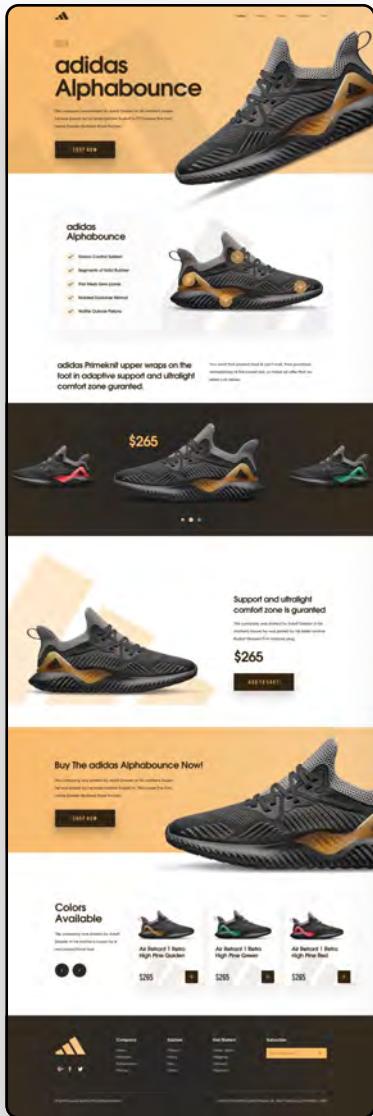
Include a strong call to action and make it easy for visitors to take the next step, whether that's filling out a form or clicking through to your website.

If done well, a landing page can be a powerful tool for driving conversions and establishing a connection with your brand.

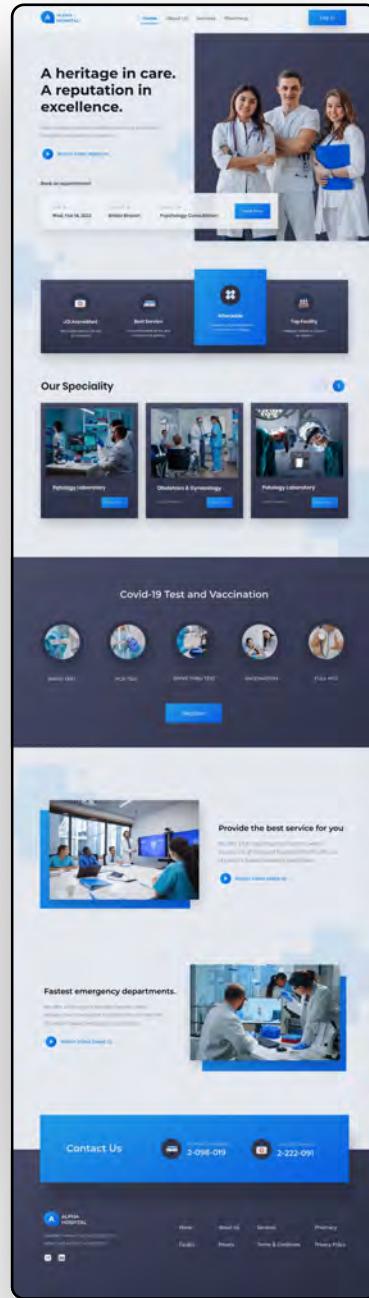
See some examples on next page!

## Landing page examples

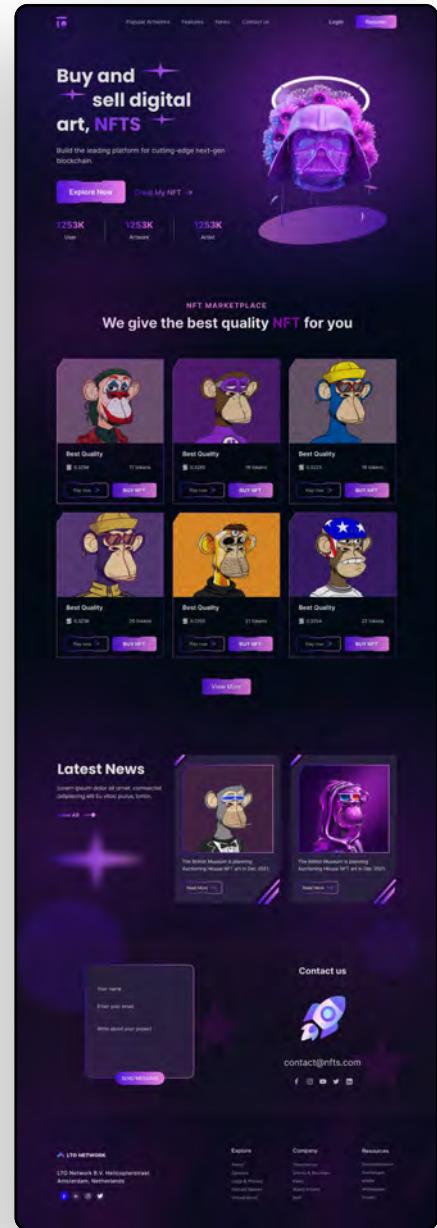
selling a product



appointment booking



offering digital services



## eCommerce website

An eCommerce website is a website that sells products directly to consumers over the internet. Ecommerce websites come in all shapes and sizes, from small internet stores selling only a few products to huge sites with thousands of products for sale.

No matter what the size or scope of an eCommerce site, the goal is always the same: to **bring sales** to the owner by selling products directly from the website.

To achieve this goal, an ecommerce website must have a thought-through design, analysis and structure. The internet store must be **easy to navigate and understand**, and it must be designed in such a way that it **encourages** customers to make purchases. In addition, the site must be well-stocked with the products that consumers are looking for.



## eCommerce examples

The image displays three distinct eCommerce website examples:

- Bestsellers:** A homepage featuring a "Sale" banner, a "Bestsellers" section with four items (Tea Set, Daisy Plate, Ceramic Candle, Ceramic Vase), and a "New Arrivals" section.
- MB:store:** A product page for "The Body Shop Rainforest Coconut Hair Oil". It shows a large product image, price (\$78.00), quantity selector, "Add to Cart" button, and reviews (4.5/5 stars). A sidebar lists categories like Womens, Dresses, Tops, etc.
- Luxury Watch Brand:** A homepage with a main banner "A NEW INTERPRETATION OF CASUAL ELEGANCE", a "POPULAR MODELS" section showing two watches, and sections for "WATCHES FOR MEN" and "FOR WOMEN".

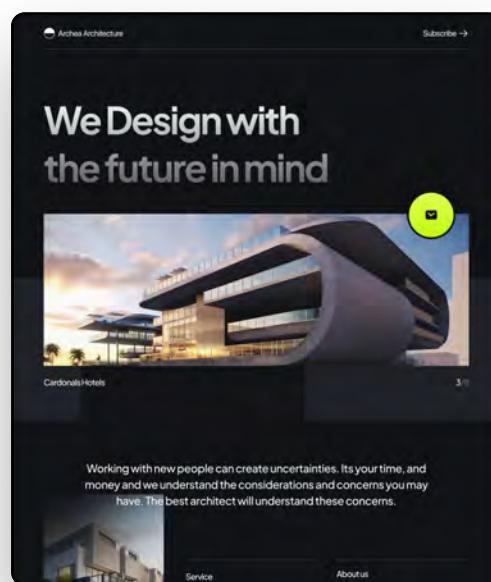
## Corporate website

A corporate or company website is an online presence of a business with many pages full of comprehensive information.

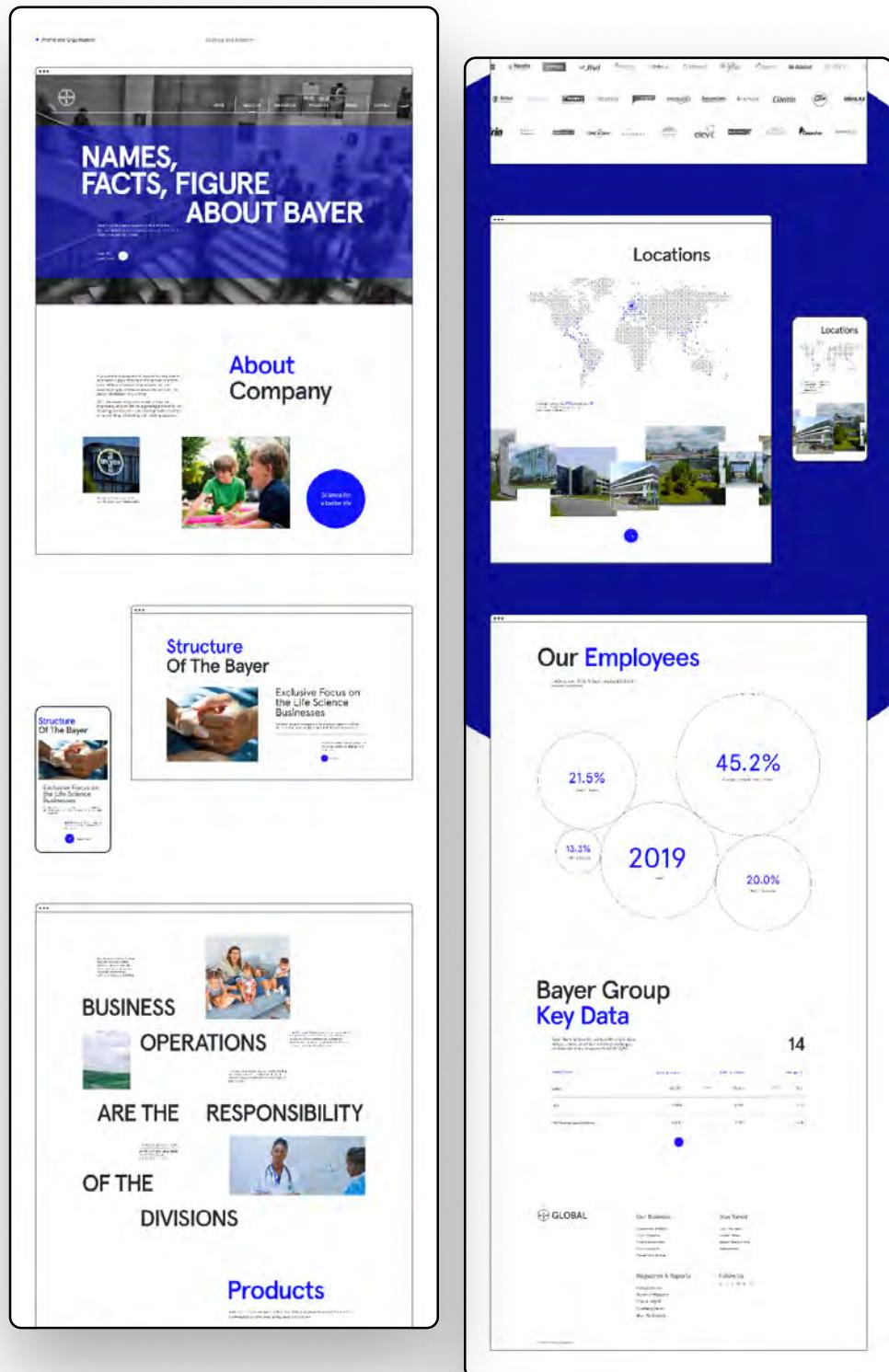
The goal is to thoroughly **familiarize the visitor with the company**. It may describe the story of the company, values and people who work there.

For example, Apple Inc.'s corporate website has a section called "Our History" which tells visitors about the founding of the company and how it has grown over the years. Another section, "Our Values", outlines the principles that guide Apple's actions as a business.

By providing this information, corporate websites help potential customers learn more about the businesses they are interested in. In turn, this can lead to more informed decisions about whether to do business with those companies.



## BAYER company website concept example

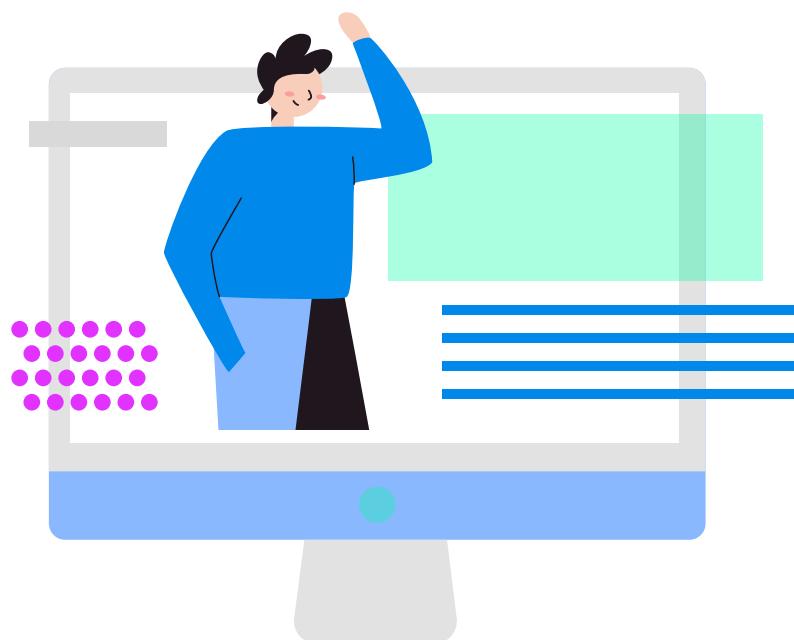


## Personal website

You can create a personal website to **promote** your individuality and interests, such as fan websites or hobby websites. By creating a personal website, you are able to share your unique perspective with the world and connect with like-minded people.

In addition, a personal website is a great way to showcase your talents and skills. If you're looking for a job, having a personal website can give you an edge over other candidates by showing potential employers that you're tech-savvy and have a strong online presence.

Whether you're looking to boost your career or simply connect with others who share your interests, creating a personal website is a great way to get started.



## Personal websites examples

celebrity website



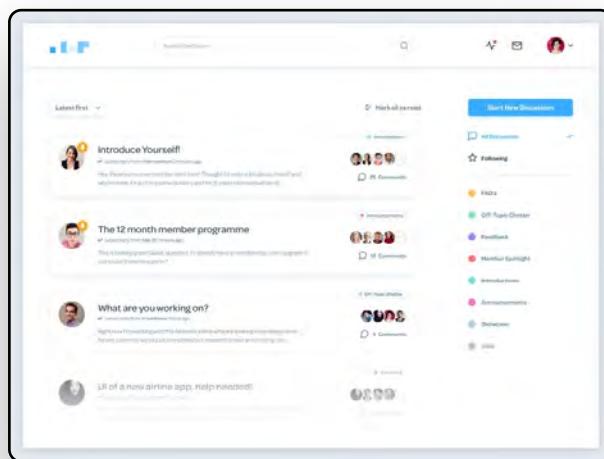
artist websites

The website for Cori Corinne features a large, bold title 'Cori Corinne' at the top. Below the title are two smaller images: a close-up of Cori's face and a side profile of her hair. The website has a navigation bar with links for 'About', 'Work', 'Teaching', 'Journal', 'Artifacts', and 'Contact'. The bottom section of the page is for François Boucher, featuring a quote: "BOUCHER IS ONE OF THOSE MEN WHO REPRESENT THE TASTE OF A CENTURY, WHO EXPRESS, PERSONIFY AND EMBODY IT." It includes a 'ABOUT' section with a bio and images of his artwork.

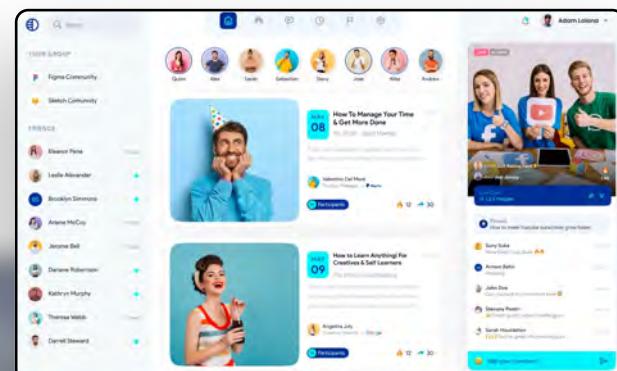
There are many more types of websites, like non-profit, social media and advertising websites, but they're derived from these main ones. Yours can be even a **mix** of two - a landing page about your company and a call to action statement to book a call.

## Other website types examples

forum

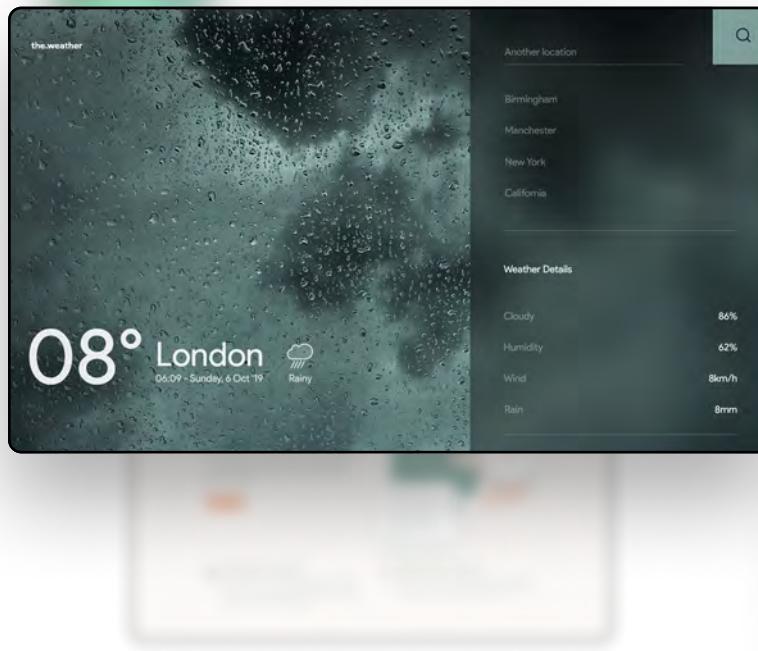


social media



government website

information website



# 3. Content

When it comes to creating a website, one of the most important things to consider is the content. What exactly do you want to **showcase** on your site? **What kind of message do you want to communicate?**

There are many factors to consider, such as the overall tone and style of the site, the target audience, and the types of content that will best showcase your products or services. Fortunately, there are a few tried-and-true methods for coming up with content ideas that are sure to engage your visitors.



## References

Do some research on similar websites to get a sense of the layout and style that you like.

## Your style

Identify your own unique style by choosing brand colours and fonts that best suit your business.

## Images

Decide whether you want to use stock images. If you want more specific or personalized images you need a photography session to capture high-quality pictures of your products or services.

Don't forget about other types of graphics like illustrations and icons for your website. These can be found on free stock websites or purchased from graphic designers. By taking the time to carefully plan out the content for your website, you can create a site that is both stylish and informative.

## Copywriting

You want to provide information that is relevant and useful to visitors, while also pursuing the purpose of the website. Again, it's always so important keep your audience in mind - what kind of information will they be looking for? Make sure to use the right tone of voice too. Keep your copy clear and concise. Visitors should be able to quickly find the information they need. Finally, don't forget to proofread your work. Even a small mistake can detract from the overall quality of your website.

# Conclusion

Congratulations! Now you know:

What your website is for and what good it is to you

Type of website you need to pursue set goals

Stuff you're going to feature on it

Make sure to really answer these questions by writing down the answers as this is something your future success won't live without.

If you're going to design and build the website by yourself, it's even more important because you are the only person you have and keeping everything in mind is hard. Therefore, make sure you map things out beforehand to help yourself in the long run.

If you're planning to hire somebody to do it for you, it's as important. You'll spend much less time on the call with them by having this information at hand. You will be able to quickly define your goals for the designers and developers which will result in more effective and productive work for you.

# ***Claim your FREE Website Moodboard (valued at \$249!)***

Do you feel like you still need advice? Let's discuss your particular project and create a plan specifically for your situation.

Here's how it works. We discuss your business, your goals and needs. Based on that, I come up with a solution specifically for you: I explain what type of website you need, how it will pursue your goals and what content you need to include. You will also get all this written down and showcased in a **moodboard** that I will prepare for you for **free**. The moodboard includes:

- **Purpose** of the website and how it will be pursued.
- **References** of other websites and styles
- **Color palette** for your website
- **Fonts** that will be used
- Examples of **images and graphics** to be used on the website

I do this because I wish to build trust with people that put their time into downloading and reading this guide, and if they're willing to continue their journey by booking a call, then it's more likely that they find me a good fit. It might be so beneficial for you that you'd want to become a client.

Please note that this is not a sales call. I usually charge a certain amount for this kind of analysing, planning and creating a comprehensive plan for your website that is called a moodboard. You are under no obligation to use any of my services afterwards.

### A word of warning though.

Before claiming your call and free moodboard, you must understand that this is only for people who are serious about their website and its value, not those who want cheap solutions and whose deadline is yesterday. I am here to create a unique design suited to your needs in order to reach your goals, impress visitors with the aesthetics and guide them to taking the desired action, and for that your commitment and dedication is needed. If you're not ready for that, then please don't waste my time.

But if you're ready to build the website of your dreams that will look smashingly good, deliver the message and make visitors do what you want them to, then book your 30-minute call now and claim your FREE moodboard.



Book Your Call