Good design is an extension of the website planning process so that the UX (user experience) is engaging for your audience and the UI (user interface) optimizes traffic flow toward your conversion goals. Your design will be more effective if you complete the online website planning checklist first.
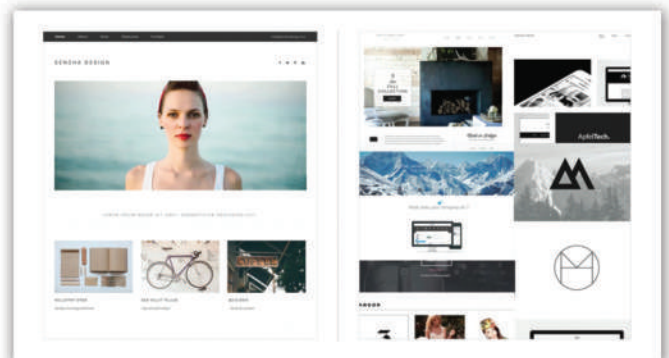
STYLE

WHAT STYLE DO YOU PREFER ?

*Your personal preferences are important, but also consider which style is most appropriate for your **goals, content, and audience.***
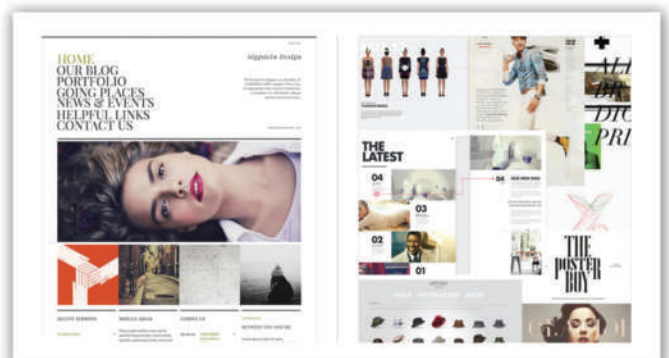
○ ## MODERN
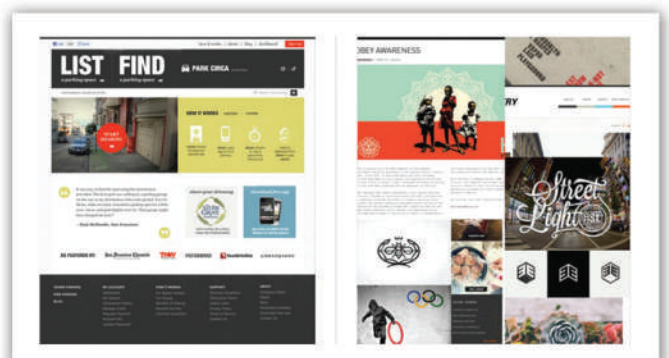Minimal, scandinavian, white-based, open, neutral palette or black & white.

○ ## MAGAZINE
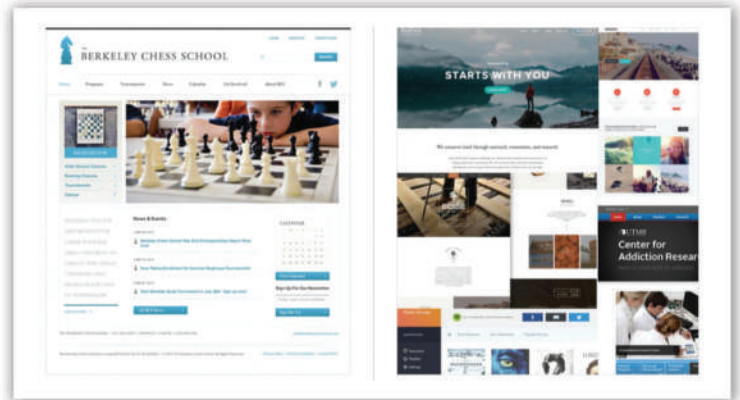Clean, image-based, heavy emphasis on typography.

○ ## STREET
Limited palette, subtle grit, bold headers.

WEBSITE DESIGN

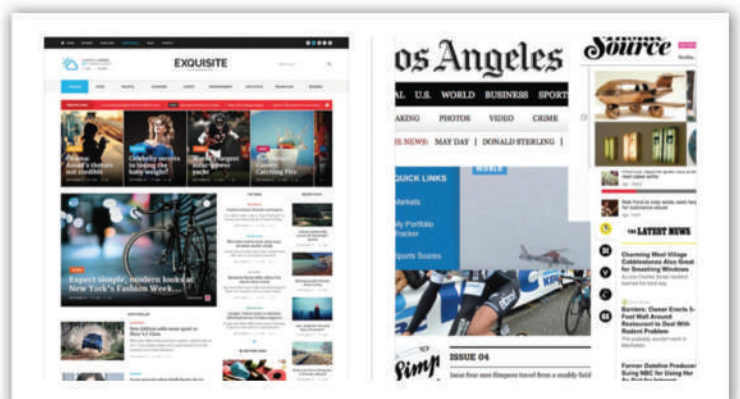## CORPORATE
Solid, historic, conservative and trust-worthy.

ROCK & ROLL
Sexy, bold, with dark or edgy colors.

NEWSY
Data-driven, mutiple info areas - for very active sites.

○ TEXTURED
(organic, vintage, muted colors, old world)
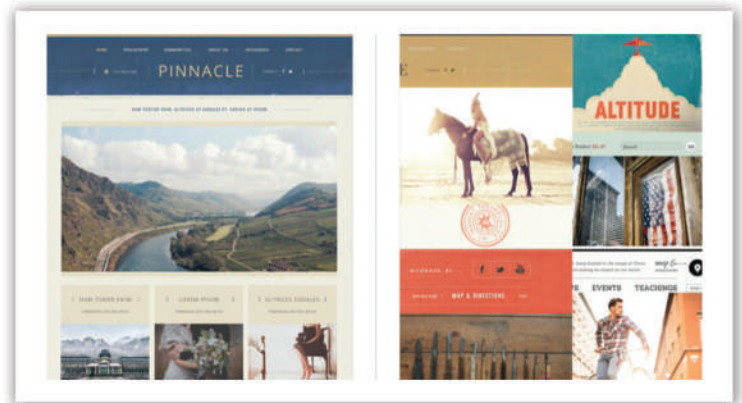
PALETTE

Do you have an established color scheme that you wish to maintain? If not, what colors do you think will attract your intended audience?

STYLE

List some of your competitor websites and explain what you like about each website.

List some of the best websites which target your same audience in different markets.

List some of the best websites you know.

MENUS

WHAT TYPE OF A MENU DO YOU NEED?

Drop-down menus are good for reference websites because they provide faster access to a lot of content. But if you want to funnel people to particular conversion goals, you probably don't want them deep-linking to random pages on your website. In that case, you want main links that direct them to the landing page of each main link and only display side-links after they have determined they need more information relevant to their agenda.

○ MAIN + SIDE-LINKS
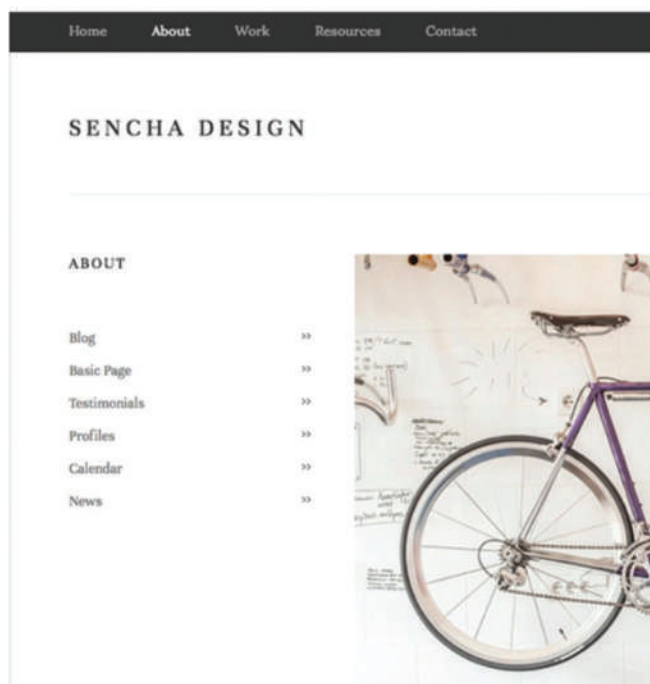
○ DROPDOWN
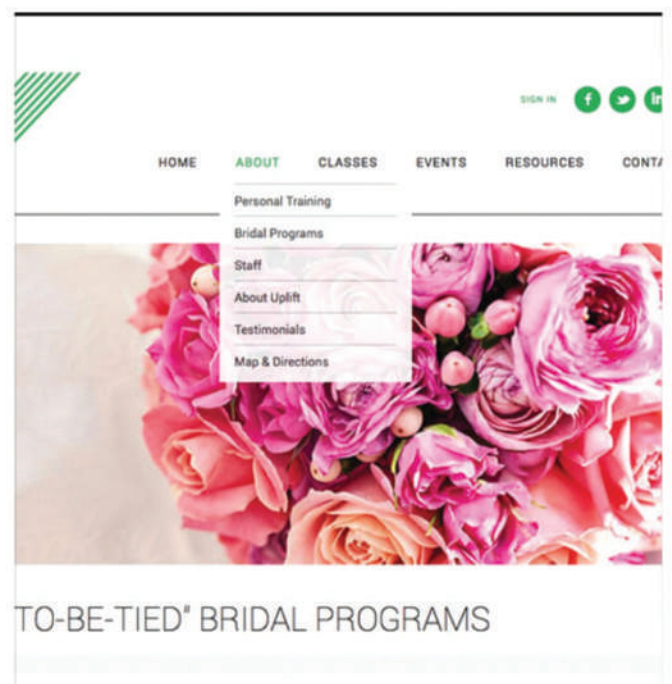
STYLE

WHAT STYLE DO YOU PREFER ?

*Your personal preferences are important, but also consider which style is most appropriate for your **goals, content, and audience.***

- [ ] Rotating images
  (promoting content, events, etc.)
- [ ] Featured content
  (e.g. blog, multimedia, property, etc.)
- [ ] Contact form for lead generation
- [ ] Quick links
- [ ] Value proposition/Welcome text
- [ ] Account sign-in
- [ ] Testimonials
- [ ] Map
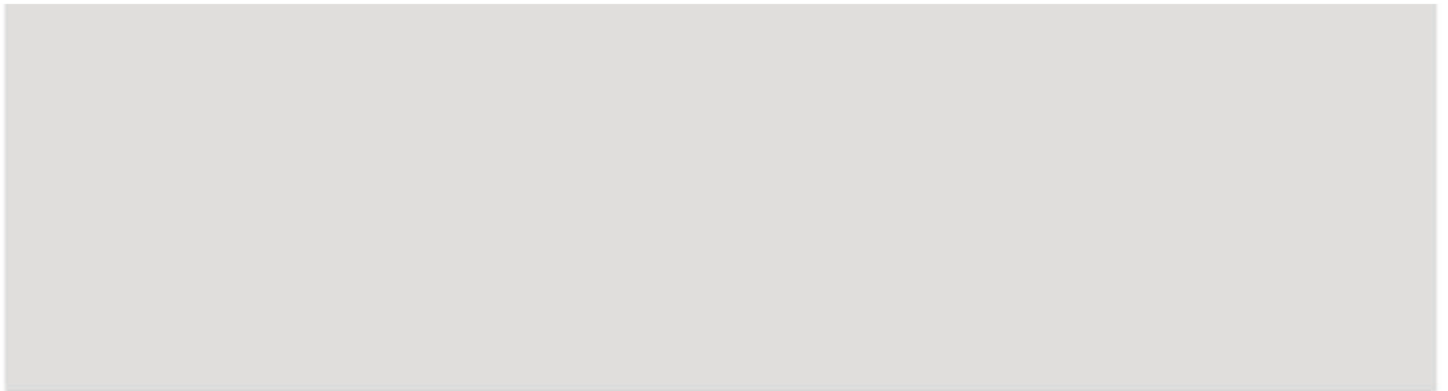- [ ] Upcoming Event Calendar
  or list
- [ ] Location Module

PLEASE LIST ANY OTHER ELEMENTS YOU WOULD LIKE TO HAVE ON THE HOMEPAGE OR SECONDARY PAGES.

IMAGES

Do you have professional images that can be used on your website?

And/or do you have a budget for hiring a photographer? If not, we can help you search for compelling stock photography.

FINAL COMMENTS