



Plan Your Small Business Website

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This planning guide helps you to determine your goals for your website – what you hope to accomplish with your site, and what type of website you would like for your clients and customers. This is the first step for planning your website! Congratulations for getting a great start to your project!

Your Business and Your Goals:

1. What type of business do you have?
2. Who do you want to reach with your website? What are your clients and customers like?
3. What do you hope to accomplish with your website design? Why do you want a website? What is its purpose in your business?
4. What are your specific goals for your website? What do you want your clients and customers to do on your website?
5. What is your current website URL (if you have a site)?
6. What do you like about your current website?
7. Who are your competitors? List their websites.
8. Do you have a brochure describing your business?

Your Website Needs:

Your website needs to provide information that your clients and customers need to do business with you. Keep that in mind as you answer these questions.

1. What pages do you need for your website or blog design?

Some examples are: Home Page, About, Services, Products, Contact, Staff, Photo Galleries, Videos, FAQ, How To, Testimonials, Blog, News, Sales Page. Every small business website should have a Home Page, an About page, and a Contact page. You may also need a Services or Products page. If you want to use a website blog for marketing, you will also want a newsletter sign up / opt-in form for the blog. List your pages out. What is the purpose of each page?

2. What features are necessary for your website? Some examples: blog, product lists, ecommerce, podcast, videos, photo gallery, newsletter, newsletter sign up form, staff list, contact info, events calendar, sales page. Are there any additional features that you need on your website?

3. What kind of calls to action will you need on your website? What do you want your visitors to do on your website?

4. Do you need an ecommerce website design?

1. What are your products?

2. How many products are you selling?

3. How frequently does your product listing change?

What You Like:

You want to like your website, but your clients and customers need to like it more. Think about them as you answer these questions.

1. List 3 websites that you like. Which features appeal most to you? Which features will appeal to your clients and customers?
2. List any website design features that you don't like. Why?
3. List colors that you prefer. What colors would your clients and customers prefer?
4. What website styles that you prefer? How do you want your clients to think about your business? Some examples are: All business, sophisticated, elegant, casual, fun, serious, distressed, pretty.
5. Do you have a logo design that you will want to use or will you prefer to use your business name in text? (This is very popular right now.)
6. Do you have the content for any of your pages?
(Get a head start [writing your About Page](#)).

Get Started on Your Website

So you've finished your planning guide. You now know:

- the type of clients you have or want
- the website feel you need for those clients
- your website goals
- a list of the pages you need
- features your site needs
- and your call to actions.

You're ready for the next steps in your website project! Congratulations!

If you'd like to talk to someone about the next steps, I'd love to talk to you about your project! It's a free consultation; you have nothing to lose.

A website can be created for nearly any budget.

Please see AmethystWebsiteDesign.com/services for more information.

Contact me to schedule a call to discuss your website project.

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"We were new to the whole idea of writing a website, yet you never made us feel like we didn't know what we were doing! You listened to our ideas and gave us wonderful design suggestions we didn't even know were possible. As we made other suggestions and asked questions during the design process, you were always patient and prompt with your answers.

You helped us create the clean, modern look we were going for. Our website conveys an established presence for our new, start up business. "

—Laura Anne and Jack Hofler, Hofler Law Firm