



New Website Design/Redesign Preparation

Here are a few items that you need to think about when preparing for a new website. We will outline a list of basic website requirements when developing a new site.

Your website is a presence in and of itself. As we continue to evolve in a visual culture, audiences around the world are learning what they like and don't like and associate good looks with a good site. Trends show that the more visually appealing a website/logo are the higher rate of bookmarking follows.

It is very important that your website complements your logo in that it is very eye-engaging. A good website gets looked at and stored in short-term memory. We want the audience to do one of several things. We want your website to look so good they want to show it to other people, we want the website to tie in well with the services that you are offering and we want them to bookmark/share your website amongst other things.

When someone looks at you and your competition, we want your website to be the one they remember. Being an authority sometimes starts with the visual aspect and goes from there. It at least gets your target audience to look at your site long enough to hopefully grab their attention in another way. If your website/logo is not eye-engaging and if it does not catch their attention, chances are you may lose them based on their sole opinion of what they don't like to see. Studies show, people generally migrate first to what they like visually before they look at your content.

Here are a few items to think about when setting up the requirements for your website:

Homework:

Before we get started, grab a separate sheet of paper to take down all of your answers to the following questions. Your questions are what we will need to get started.

1. What websites can designers draw inspiration from? The first thing you need to do is find 5 websites that you really like. They do not have to have anything to do with your current field of services. They can be completely random sites. We want you to list 5 sites that grab your eye; take note of the link and what you like about them and what you don't like about them.
2. Briefly describe what you do and your target audience.
3. What is your industry?
4. If you have an existing website, please list it.
5. What ideas do you have for the style/theme of your website design?
6. How many pages do you want designed? E.g. Homepage, payment section, loading screen, browse section etc.
7. What colors are you thinking about?
 - a. Stay away from dark colors - dark backgrounds etc.
8. List any colors or other elements that you don't want included.
9. Is there some type of historic theme that can be incorporated into your website, i.e. something from your local city, state? Can you combine elements of something regional or global into your website that will have meaning?

10. What is the feeling you want to portray when someone looks at your website?
11. What are the thoughts you want someone to think when looking at your website?
12. If your website could talk, what three words would your website say to someone?
13. Do you have any images, sketches or documents that might be helpful?
14. Do you want your social accounts integrated into your website design/redesign?
15. What functionality do you want? I.E. forms, newsletter subscriptions, rotating banners?
16. Is there anything else you would like to communicate to the designers?

Before we meet to discuss your website requirements we want you to have already envisioned what the site will look like, how the social integration would work, i.e. Facebook, Twitter etc. Take notes, prepare your questions and think big. We will take it from there.

Domain Names:

Lastly, if you do not already have a domain name, please do not randomly search domain names without first having a free account with a hosting provider such as The Turn Group Hosting - <https://www.theturngroup.com/hosting/register.php>. The reason for this is if you search for a domain name and do not buy it, domain bots will purchase it and then 2 hours later you will be asked to pay \$2000 dollars for a domain name that was just \$10 bucks 2 hours ago.