

# Build a Website

## Digital Business Skills



Small Business  
Development Corporation

133 140

[smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au)

## **Getting started**

This booklet can be used to record the information you gather during the research and planning phases of your project, which can then be used as the basis for creating and promoting your website.

If you're using a professional designer to build your site, give them a copy of this booklet once completed. Or, if you're planning to build the website yourself, you'll find this booklet useful to clarify what your website needs.

## **Contact details**

Your name: \_\_\_\_\_

Business/company name: \_\_\_\_\_

Mobile number: \_\_\_\_\_

Email address: \_\_\_\_\_

Business description:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Existing website address (if applicable):

\_\_\_\_\_

## **Website overview**

Website purpose/goal:

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Website topic:

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Most wanted actions:

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Website message:

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## Target audience

Geographic: \_\_\_\_\_

\_\_\_\_\_

Demographics: \_\_\_\_\_

\_\_\_\_\_

Psychographics: \_\_\_\_\_

\_\_\_\_\_

## What is your product or service offering

Product/service 1: \_\_\_\_\_

Main customer benefit: \_\_\_\_\_

\_\_\_\_\_

Product/service 2: \_\_\_\_\_

Main customer benefit: \_\_\_\_\_

\_\_\_\_\_

Product/service 3: \_\_\_\_\_

Main customer benefit: \_\_\_\_\_

\_\_\_\_\_

## Keyword research

### Top 10 keywords/phrases

Keyword	Monthly search volume	Bid price

## Competitor research

### Top 10 competitor sites

Keyword	URL	Page title	Page message/notes

## Domain names

Domain name: \_\_\_\_\_

Three other domain name options:

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## What does my website need?

Feature	Yes	No	Maybe
Content management system (CMS)			
Responsive web design			
Shopping cart			
Payment gateway			
Online booking system			
Blog			
FAQ			
Forum			
Email server			
Email marketing			
Photo/video gallery			
Site search			
Banners			
Drop-down navigation			

## Shopping cart features

What does my shopping cart need?	Yes	No	Maybe
Integration with an existing accounting system			
Ability to implement discount codes and post specials			
A loyalty rewards system for users to earn and redeem on my site			
Affiliate programs that encourage other websites to refer customers by offering rewards			
Enhanced multimedia for each product, eg. video, multi angle viewing and zooming			
Customer review and rating options for each product or service			
Detailed descriptive features, such as sizing, colours, and materials			
A currency converter			
Customer registration option			
Quick buy or 'checkout as guest' feature			
Option for customers to shortlist their favourite products			
Pre-checkout shipping and tax information			
Inventory control system			
Automatic emails to confirm a customer's initial transaction, when their item has been dispatched and follow up to seek feedback after the item has been received			
Automatic email follow-up of abandoned orders			
Reporting features to monitor shopping patterns			
Integration with email marketing/CRM system			
Multichannel integration with other online marketplaces such as eBay			

## Additional shopping cart features

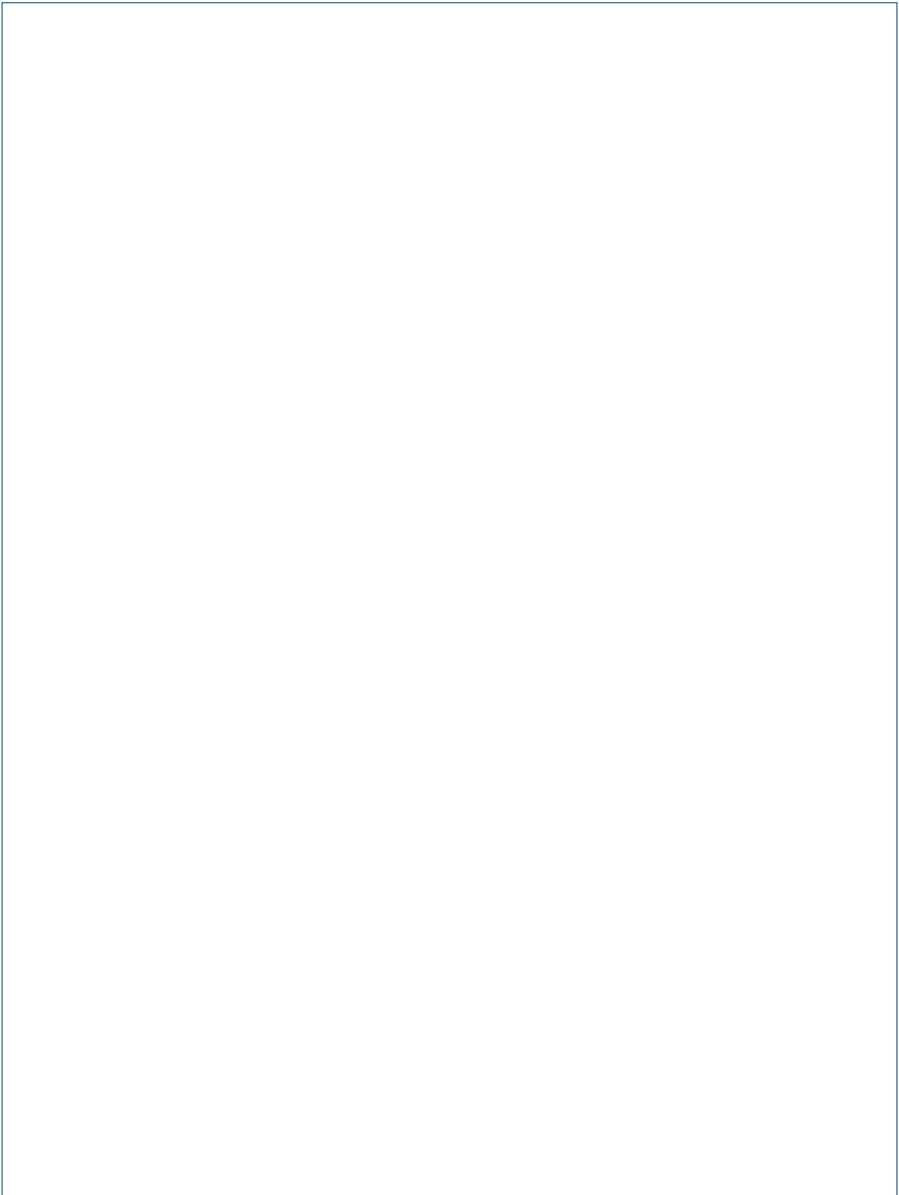
Feature	What does it do?

## Online payment gateways

Provider	Product name



## Draft site map



## Planning each page

Use the template below for each page of content on your website.

Page name: \_\_\_\_\_

Page description: \_\_\_\_\_

Page title: \_\_\_\_\_

Most wanted action: \_\_\_\_\_

Main points to convey: \_\_\_\_\_

Keywords: \_\_\_\_\_

Multimedia usage: \_\_\_\_\_

Target audience: \_\_\_\_\_

Content: \_\_\_\_\_

## Visual design

Overall look and feel you would like for the site eg. corporate, fun, kid friendly \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Colour scheme: \_\_\_\_\_

## Three sites you like

Site 1 URL: \_\_\_\_\_

What you like: \_\_\_\_\_

\_\_\_\_\_

Site 2 URL: \_\_\_\_\_

What you like: \_\_\_\_\_

\_\_\_\_\_

Site 3 URL: \_\_\_\_\_

What you like: \_\_\_\_\_

\_\_\_\_\_

## Build a Website

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### Three sites you don't like

Site 1 URL: \_\_\_\_\_

What you don't like: \_\_\_\_\_

\_\_\_\_\_

Site 2 URL: \_\_\_\_\_

What you don't like: \_\_\_\_\_

\_\_\_\_\_

Site 3 URL: \_\_\_\_\_

What you don't like: \_\_\_\_\_

\_\_\_\_\_

Images supplied by: \_\_\_\_\_

### Website templates:

Name	URL

## Testing your site

- Google Chrome
- Mozilla Firefox
- Safari
- Internet Explorer
- Microsoft Edge
- Opera
- iPhone
- iPad
- Android phone
- Android tablet

- Menu links checked
- Content links checked
- Content proof read
- 'Contact us' form tested
- Shopping cart tested

## Web hosting settings

Have you arranged web hosting? \_\_\_\_\_

If yes, note:

Control panel URL: \_\_\_\_\_

Username: \_\_\_\_\_

Password: \_\_\_\_\_

## Conversion

What conversions will be tracked? \_\_\_\_\_

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A/B split testing ideas: \_\_\_\_\_

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## SEO

Keyword: \_\_\_\_\_

URL to link to: \_\_\_\_\_

Page message: \_\_\_\_\_

Title tag: \_\_\_\_\_

Description: \_\_\_\_\_

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Headline: \_\_\_\_\_

Call to action: \_\_\_\_\_

Page content: \_\_\_\_\_

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## Notes

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# *Turn to us.*



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Level 2, 140 William Street, Perth WA 6000



[info@smallbusiness.wa.gov.au](mailto:info@smallbusiness.wa.gov.au)



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