



The good website guide

by Sheena

Good websites have a few things in common. They are well thought out and populated accordingly. Fill out this form to create a map for your website.

My website address is <http://www.> _____

The reason I have a website is: _____

(Add one sentence explaining what you want your website to achieve e.g. attract customers. This is the goal for the site.)

The visitor's journey

Bearing in mind the reason for the site...

The first thing I want my visitors to see is: _____

(Explain how you will achieve the website goal. This will be your home page.)

What happens to my visitors now? _____

(What do you want your visitors to do? Should they click a button to buy something or phone you?)

What happens in this phase of client interaction? _____

(If they click a button, describe what will happen on the screen; if they call you, describe the interaction.)

Now what? _____

(Is there a further stage or is the user done? Continue until the user is finished)

Increasing the rankings

To achieve good website rankings you need information on your site. This can be in the form of articles or blogs. Bearing in mind what you want to achieve with your website...

What will the articles be about? _____

(This can be one topic or several topics, depending on what you want to achieve with your website.)

How often will you be adding a new article? _____

(You should add at least one every week.)

Who will write the articles? _____

Who will make sure that the grammar and spelling is correct? _____

Who will add the articles to the website? _____

Tip: Write articles in batches so that you are not continually pressured by your site.

Monitoring and maintaining your site

Consider the monitoring and maintenance of your website.

What day of the month will you check your site? _____

(Your site needs to be thoroughly tested at least once a month, so set aside a day to do it.)

How will I monitor my statistics? _____

(You should spend a few hours each month compiling statistics for your website. These should include the search phrases that were used to find your site, how many visitors you have had and whether this number has gone up or down since the previous period.)

Once you have answered these questions, you will have a good understanding of how your website should work.

You will also have a maintenance plan in place to deal with the site once it is completed. **S**

BrandtoWeb has a range of website building and maintenance services designed to help you. If you want to take the hassle out of website development and maintenance, contact tamara@brandtoweb.co.za or on 072 983 3400