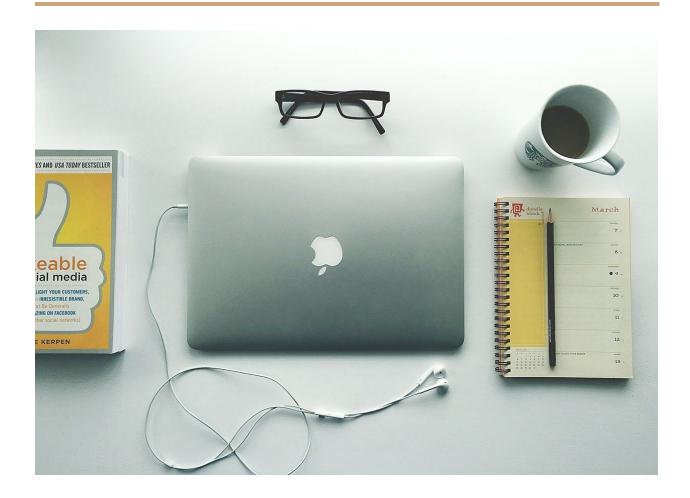Miller Printing Company

# Website Kickstart Guide



This guide will help you answer the most important questions before starting your website project. You can use these to build your own stunning website, or bring this finished guide to your designer to jumpstart the development process!

What is the main goal of your website?

Are you selling a product / service? Layout your options in as much detail as you can. A spreadsheet can be very helpful for this step.

What is your target audience? Who is your ideal customer? Check out my tips for building audience profiles here.

Write out keywords that you expect ideal customers to use when searching for your business.

Write out your website tagline. Try to include what your business does, who you serve, and how you are different.

Write out all of your website copy in a document. Anything you want to convey to your customers. It's okay to be repetitive here. Think back to your tagline: what do you do, who do you serve, and how are you different?

Check out the competition! Look at the websites of your competitors. Note what they've done well. What about their website is bringing in sales? What could they be doing better? Find examples of websites that you admire, and make note of what elements you like.

Write down any fonts or colors that you would like to use.

Gather your image assets! Remember that images going on the web will need to be compressed to 500KB or less.

Think about what actions / steps you want your customers to take throughout your site, what do you want your site to do for you? You can make a simple wireframe or a 'map' of what your website might look like to help you visualize this step.

What features are you looking to include on your website? Check all that apply:

☐ Navigation menu       ☐ Image gallery          ☐ Contact form

☐ Custom quote form     ☐ About us               ☐ Call to action

☐ Videos                ☐ Slideshow              ☐ Services

☐ Appointment booking   ☐ Event booking          ☐ E-Commerce / shopping

☐ Email opt-in          ☐ Social integrations    ☐ Donations

☐ Delivery & shipping   ☐ Gift cards             ☐ Live chat / messenger

☐ Local pickup          ☐ Other: _____