

Imagine creating a website that supports your sales pipeline & helps your business to grow.

These 5 steps will help you achieve that 🙌

‘I’m working on my website, but it’s not quite finished’ Is something I frequently hear.

Putting together a business website can feel daunting, to the point where it’s difficult to know where to start and what to prioritise.

There is no ‘right’ answer. However, there are steps that, when followed, will help you arrive at a solution that works for you and your business.



Arriving at the site you need is a step-by-step process

When working with clients to develop a web presence that meets their needs, we cover the following steps:

- ✓ Their target markets and audiences
- ✓ Sales/customer/user journeys
- ✓ The content needed for the journeys
- ✓ Navigation and site structure
- ✓ Prioritisation & delivery strategy



Markets & audiences

Profiling who you are marketing to, and the problem you can solve for them, will help to unlock opportunities and shape your offering.

- ✓ Profile your markets
- ✓ Identify & profile your target audiences
- ✓ Uncover the needs, motivations, and behaviours of your audiences
- ✓ Identify & unlock the potential of the opportunities that the audiences present



User journeys

Planning the whole customer/user journey increases the likelihood that your customers will complete it.

- ✓ Design journeys tailored to your target audiences
- ✓ Plan your journeys from end to end
- ✓ Create engaging journeys that users will complete



Content

Develop your content strategy based on your business goals and the needs of your customers.

- ✓ Create content from the point of view of your audience & their needs
- ✓ Create content that resonates with & engages your users
- ✓ Offer solutions that solve their problems & meet their needs.
- ✓ Map what content you need where, & why
- ✓ Create a content delivery plan



Site structure & navigation

If your customers can't find what they are looking for on your website they will go elsewhere

- ✓ Structure your website so that it aligns with users' mental models
- ✓ Structure pages so that they contain the information users need
- ✓ Prioritise in the navigation the things that users are looking for so they can easily find their way around



Prioritisation & delivery strategy

Prioritise the features needed to launch a successful product that meets your business goals.

- ✓ Rank features & functionality based on effort/cost vs. benefit
- ✓ Prioritise the features needed to achieve your business goals
- ✓ Identify the quick wins
- ✓ Create a road map for your MVP and beyond



Having a strategy to guide development will increase the likelihood of delivering the results you are hoping for the first time around.

For tips or advice

Leave a comment below or
Contact me, for a free consultation call



Create the app, website or SaaS product that delivers the results you need - the first time around

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