5 Steps To Take Before Starting Your Site

Understand Your Users

WHO ARE YOU TRYING TO REACH?

WHY

Understanding your core audience - who will be coming to your site, who you want to engage with your services/offerings/stories, and what THEY need - is the first step to making sure you're setting yourself up for success.

HOW

- Define personas
- Define THEIR content needs
- Build your sitemap around your user

Define Your Services

WHAT ARE YOU OFFERING TO YOUR USERS?

WHY

Understanding what you have to offer is critical, and not as easy as it may seem. Before starting your site you need to know everything you have to offer so that your site can help tell that story and sell it.

HOW

- Identify your core services
- Identify secondary services
- Identify any future/growth goals

Know Your Success Metrics

HOW DO YOU KNOW IF YOU'RE GETTING IT RIGHT?

WHY

Monitoring success metrics is key to making sure you have a successful site. For many, it's more than just revenue, it could be subscribers, downloads, follows or shares. By knowing what you're tracking you're able to focus your attention and optimze your efforts around it.

HOW

- Identify what actions you want to provide on site
- Put goals in place before launch
- Map those back to your overall plan

Consider Your Content Funnel

HOW ARE USERS ACCESSING YOUR CONTENT?

WHY

By knowing how a user can navigate through your site to get to an area where they can take action, you're able to optimize your content and page flow to support that journey. If every page helps drive a user further along your path to action, you are making their life easier leading to more conversions and happier users.

HOW

- Design pages that lead a user down a funnel
- Provide clear actions/steps on every page
- Offer options for users to go further once they reach the bottom of your site

Have A Plan

HOW ARE YOU MONITORING AND ADAPTING?

WHY

By putting a clear plan in place for how you want to guide your users, and how you plan to monitor that success, you are able to adapt and adjust when you aren't seeing results.

HOW

- Map business goals to site actions
- Ensure analytics is in place on site
- Post-launch, monitor and adjust monthly