

# Website project planner



Upgrading your website may feel like a daunting project but it doesn't have to be. At Bespoke we've been rebuilding websites for 20-years and know what a difference good preparation makes both to the process and the success of the new website.

This project planner helps you pull together some key information you'll need to brief your digital agency, and to plan what you want your website to do for you.

When you've filled out as much as you can you are welcome to call us on **01772 591100** or email at **hello@bespokedigital.agency** and we will assist with the finer details, and advise on likely costs. We also run a Design Sprint workshop which takes half a day and plans out your new website in detail. This service is available to anybody planning a new website project, whether you are booking Bespoke for your rebuild or not.

## Your company name

## Your website URL

## Your ideal customer

What is their job title?

Who do they work for?

What problem do they want to solve?

## Your closest competitors

Competitor 1

Competitor 2

Competitor 3

**Bespoke**

**Making sense of digital.**

# Website goals

## Which goal is most important?

(Rate 1-5 with 1 for the most important)

- New business leads
- Retain existing clients
- Grow brand exposure
- Improve/update brand positioning
- Attract job applicants

## What are your weekly goals?

(Add figures for your old and new website)

Current website		New website
<input type="text"/>	Email signups	<input type="text"/>
<input type="text"/>	Brochure downloads	<input type="text"/>
<input type="text"/>	Scorecard completions	<input type="text"/>
<input type="text"/>	Leads	<input type="text"/>

## What is a good lead for you?

Any particular product/service?

Any particular budget/order size?

## Setting goals for your web project

Bespoke has delivered 100s of website projects and we are often surprised how ready businesses are to commit budget without an idea of what they want to get back.

We know that web projects get best results when all involved in the planning and delivery are clear on what the goal of the project is, so we work with you to agree a goal at the outset.

Some things that make for a good goal for a website or retainer are:

- Easily measured
- Realistic & achievable
- Linked to business objective

If you work with us we will run through some exercises with you to work out sensible goals for your new website before any work begins.

**Our team can assist with setting goals that are attainable and that will have impact for you in your Digital Strategy Workshop. To book your workshop call us on 01772 591100 or email us at hello@bespokedigital.agency**

# Website content

## What might prospects search for?

(What might the top 3 keyphrases be?)

1st keyphrase

2nd keyphrase

3rd keyphrase

## What might they want to find?

(What might the top 3 most clicked links be?)

1st menu option

2nd menu option

3rd menu option

## What might make them leave?

(What might be most likely to frustrate them?)

Think of one good example

## Organising content for your website

One of the classic mistakes people make around web content is to plan what they want to say rather than what their prospect wants to find.

So the first job in any web project is to take a step back and move into our prospects frame of mind.

The questions on this page are designed to encourage this more customer-centric approach to planning content.

To help complete this page successfully, it may help to think of an ideal customer you would like to duplicate if you could.

Why would they visit a website like yours? What would be the problem they are trying to solve? What would a complete solution look like to them?

Thinking this way makes it much easier to plan a website that will deliver on your goals.

**Your web project will begin with a workshop that will enable you to answer these questions fully. Making a good attempt to answer these questions here is good preparation for that workshop.**



# Project process

## Lead-gen website process

- W** **Workshop**  
Attend Design Sprint workshop
- E** **Evaluate Designs**  
Feedback on your designs
- B** **Build**  
Our team builds your website
- S** **Site Review**  
Attend Site Review session
- I** **Insert Content**  
Work with us to add content
- T** **Test & Launch**  
Choose your launch date
- E** **Enhance Performance**  
Results review 30-days after launch

If you think a web project is about a new website you've missed the point - it's about creating a lead-generating machine that will work for you 24/7.

To do that means working through the steps in order. Our team will guide you through these of course. Here are some things to keep in mind:

- The size and complexity of your website dictates the time needed, and the cost (get in touch to establish likely costs and timescales).
- Designing and building a new website normally takes at least 6-8 weeks start to finish. Part of this is the time the website is with you for review.
- It pays to be guided through the steps, as extra detail now increases the leads and sales you will achieve through your new website over time.

Use the guide below to plan your timescales.

## What is your Launch date?

Launch month

Workshop month (2-3 months earlier)

Appoint agency (a further month earlier)

To discuss your web project or to book a workshop to plan your project fully...

Call on 01772 591100

Email us [hello@bespokedigital.agency](mailto:hello@bespokedigital.agency)

Or visit [www.bespokedigital.agency](http://www.bespokedigital.agency)

