10. Website Plan

Your website marketing presence strategy should list at least one way you intend to market your website for each of the purposes below:

- What is your strategy about communicating with people?
- Do you look for banner advertising buys, or targeted online advertising buys in niche websites, or buying targeted key word searches?
- Are you even more segment focused with direct email and word-of-mouth?
- Do you have a way to leverage social media or online reviewers?
- Do you advertise through online public relations events, Internet trade shows, or affiliate programs?
- Strategy is focus, so think about emphasizing your strengths and protecting your weaknesses.

These should be your website development requirements.

- It will be your online face of your company.
- Make it look like someone is home.
- Who will build your website? Are you planning to do it yourself?
- How many pages do you need? More isn't necessarily better.
- Maybe you only need three pages - Home page, About Us page, and a Map/Directions page?
- Or you may need dozens of pages to list all your products.
- Itemize the features that you want on your website.
- Plan for all the features and split them into "pages," this will help you implement a website that can grow with your business.
- "Storyboarding" mock pages is a useful technique for laying out a website.
- Remember that a website is never done.

Website Development Recommendations (as of 2022)

- For simpler websites use a Content Management System (CMS) provided solution, it's more intuitive, easier to use.
- If developing your own website, use a CMS provided web hosting company like WIX, Weebly, Shopify, etc.
- E-commerce solutions are easier and cheaper to implement today than a few years ago, even using CMS.
- For more complex websites tradeoff the cost to build and maintain vs. the value added.
- Website Development Basic Steps
- Register your Domain Name
- Purchase a website hosting plan
- Develop the site look and feel, while examining competitor and other "top-rated" websites.
- Get feedback from potential users, customers, website professionals.
- Adjust
- Test and implement the website.
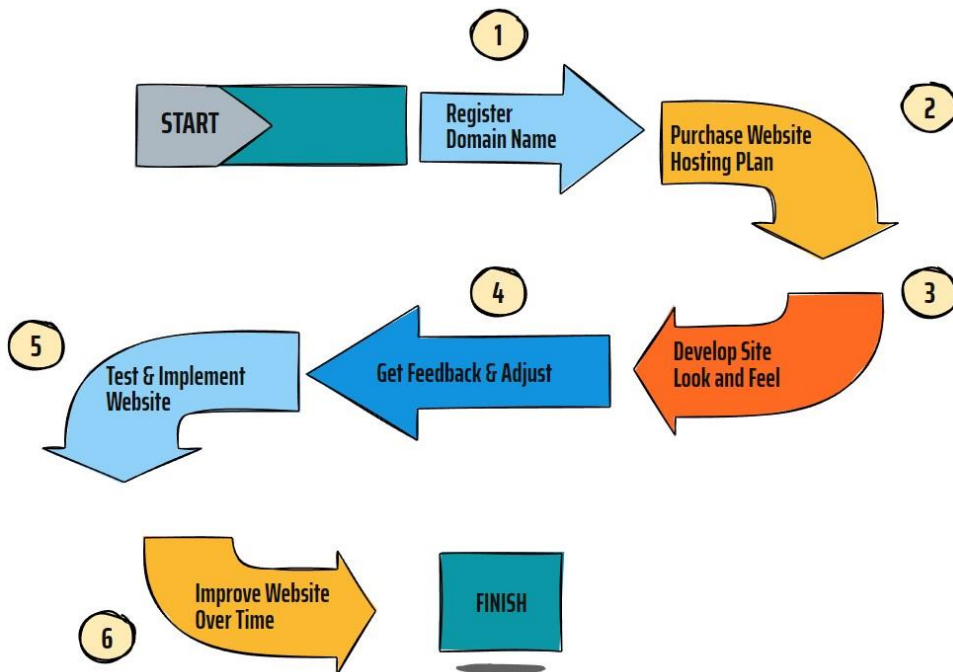
Website Development Basic Steps

Figure 1 Website Development Basic Steps

If content is king for a good website, the design elements are queen. Your website should reflect not only the facts of your company and products, but the spirit as well. Having a plan ahead of time for how you will update your site is the key to success.

A rapidly growing number of people are using search engines to find local businesses much like people traditionally used the phone books. If you have any desire to do business locally, you need to make sure that your business is listed on each of the major local search engines–Google Maps, Bing, etc.

Etc...