

Website project planner



Redesigning and rebuilding your company's website can feel like a daunting project. But with the right planning and processes it can be very smooth and successful.

At Bespoke, we've been rebuilding business websites for over 20-years.

We know exactly what makes web projects successful. Projects we deliver are routinely on time, on budget, and deliver the outcomes our clients are looking for.

This planner helps you pull together key information to brief your preferred agency.

Our team specialises in projects for service or manufacturing businesses in the north-west or London, who have somebody responsible for marketing in-house.

If that's you, feel free to email hello@bespokedigital.agency for a free 20-minute video call review your plan, where we can also answer any questions you have.

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"/>	New business leads	<input type="text"/>
<input type="text"/>	Brochure downloads	<input type="text"/>
<input type="text"/>	Email signups	<input type="text"/>
<input type="text"/>	Scorecard completions	<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. We are often surprised how ready businesses are to commit budget without a clear idea of what outcome they want in return.

Website projects get best results when those involved in the planning and delivery are clear on the goal of the project. So we work with you to agree a good goal at the outset.

A good goal for a website or retainer is one that is:

- Easily measured
- Realistic & achievable
- Links to a business objective

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

Our team can assist with setting goals that are attainable and that will have impact for you in a Digital Strategy Workshop.

To book a workshop call us on 01772 591100, or email us at hello@bespokedigital.agency

Website content

What would prospects search for?

(What might their top 3 search 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 frustrate them on your website?)

Think of one good example

Organising content for your website

One of the classic mistakes people make with website content is to plan what they want to say rather than what their prospect wants to hear.

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

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

To complete this page effectively, 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?

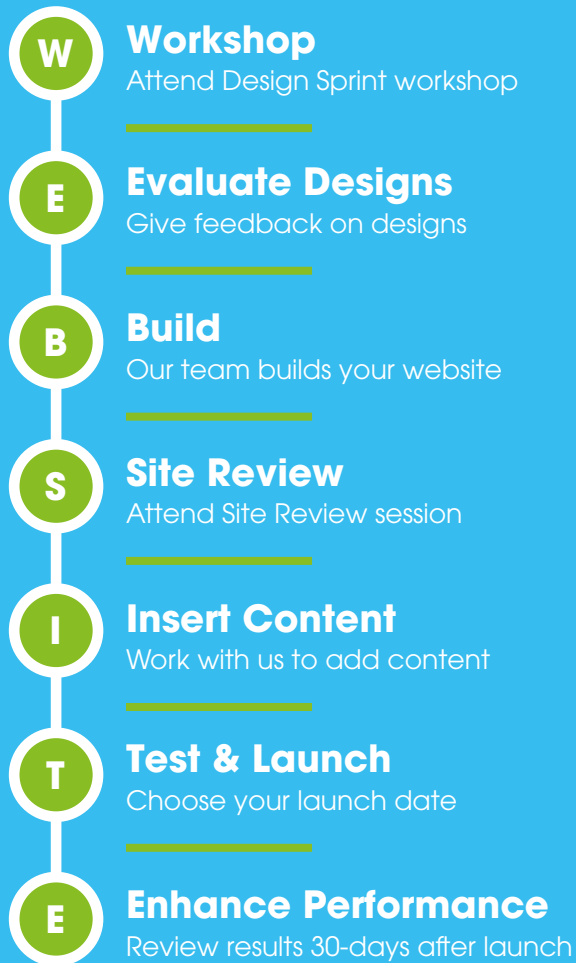
Thinking this way makes it easier to plan a website that will deliver on your goals.

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



Our website process has been built over 20-years, and delivers on time, on budget projects.

- 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 6-10 weeks start to finish. Part of this is the time the website is with you for review.

Projects are successful if they follow the steps. A less thorough process often leads to issues. 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 project, or to book a strategy workshop to plan your project:

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Email hello@bespokedigital.agency

Or visit www.bespokedigital.agency

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