Website Plan for: [Business or Project Name]

Prepared by: [Your Name]
Last updated: [date]

About the Business

Business Overview / Elevator Pitch

Example: Floribunda is a boutique florist that specializes in supplying unusual varieties of flowers to the wedding and catering trade. We create truly unique and distinctive arrangements by including colors and types of flowers that aren't available through any other florist in the tri-county area. Unlike other local florists, we have direct links with the best growers and only ever select the freshest, highest-quality blooms.

Slogan (a.k.a. tagline or strapline)

Example: Truly distinctive flowers for truly memorable events

Brand Image

Example: luxury, tailored, elegant, modern

About the Audience

Customers / Target Audience

Example: Upmarket wedding planners that insist on ultimate quality and attention to detail, and focus on delivering the "wow" factor. Their clients are brides in their late 20s to early 40s: upwardly-mobile professionals in middle management or higher, who won't hesitate to spend a bit extra to get something that no one else has. Wedding planners are busy multi-taskers, usually preferring phone over other comms because it's faster. They tend to be self-employed women in their 30s-40s who have moved into this career after researching/planning their own wedding, and/or a previous career in a related industry such as event management. They are glued to fashion and interior design magazines, and regularly use Pinterest and other social media to collect inspiration for their work and to promote their own business.

Customer's Primary Purpose on the Site

Example:
1. *View a portfolio of our work, then call us*
2. *Check whether we are available on a specific date for an event*
3. *Find out about what our business ethos is, either through an About page or through our blog*

Commented [A1]: Refer to the book for additional detail about each section in this document.

Commented [A2]: Imagine you are briefing a design agency when you complete this section; it can help you take a step back from your business and describe it as you want your customers to see it.

Commented [A3]: Imagine you are in an elevator with a potential customer or investor. You have 30 seconds to accurately convey your business and get them interested. Focus on what you do, what makes you different, and what your strongest selling points are. This text can form the basis of your homepage or **About** page text.

Commented [A4]: This can be used as your Squarespace Site Description, or as the headline on your homepage. It should sum up what you do at a glance, and entice visitors to stick around to read more.

Commented [A5]: This will be critical to the design choices you make. If you showed your website homepage to a stranger and asked what impression s/he got from it, your aim would be to hear these types of words.

Commented [A6]: As you write, design, and build your site, it's important to make choices that will appeal to these people, even if very different from your own personal preferences. It can be hard to put your own taste aside, but it may help to think of someone specific that you know who fits this persona. Look at the websites, magazines, blogs or TV shows that this type of person likes, and examine the aesthetics, tone of voice and communication style to see if you can incorporate elements into your own site.

Commented [A7]: At every step of the way, ensure that you focus on making whatever action this is clear, easy, and appealing.

About the Website

Goals

Example: Generate leads and position our business in a different end of the market (higher end/more upmarket than before).

Functions

Example:
- *Multiple large photo galleries to showcase different styles of our work*
- *Downloadable PDFs of each gallery so wedding planners can share with their clients and/or print and use for mood boards*
- *Calendar showing when we are available for bookings*
- *Blog with lots of images in each post*
- *Pinterest button to make it easy for customers to pin images of our work*
- *Newsletter signup*
- *Contact form*

Content

Example:
- *5 static content pages: Home, About, Contact, Testimonials, Press - need to update with help of Ewan's uncle (copywriter) to match new target clientele.*
- *6 photo galleries to showcase our main floral design styles: Rococo, Shabby Chic, Exotica, Minimalist, Classic, and Naturale. 10 images max per gallery. Need to commission some new photography for Exotica & Rococo.*
- *Homepage will need to have a stunning image that links to each of the 6 galleries.*
- *Testimonials will have 2 videos and 10 short text quotes.*
- *Use scans/PDFs of articles for the Press page. Andrea has these already.*
- *Blog to be migrated from WordPress, but will need to add more images to each post wherever possible.*
- *Team photo for the About page?*
- *Get logos from the letterhead designer.*

Integration

Example: Link to Facebook & Twitter, for pushing blog posts. Twitter feed would be nice to include. Pinterest: Pin It button and link to our profile. MailChimp newsletter.

Site Management

Example: Janet will look after the blog and social media, adding a new blog post after each event, pushing to Facebook/Twitter, and moderating comments. Ewan will need to take photos in the prep room before arrangements go out, so Janet can have the pics in time. We will update the main portfolio galleries once every quarter. Andrea will supply any Press articles and maintain the calendar dates every week.

Commented [A8]: It's important to be clear about what you want the website to achieve for your business, so you can measure how successful it is. Your goals should also guide you when making decisions about your site. For examples, see comments 9 & 10.

Commented [A9]: If your goal is to generate phone calls, then consider putting contact details on every page in a highly visible place.

Commented [A10]: If your goal is to position yourself at the high end of the market, then your design must be impeccable and you may need to invest in top-quality professional photography to support this goal. See how your goals influence your decisions about your website?

Commented [A11]: Ensure your functions support the customer's primary purpose, as well as meeting your business goals.

Commented [A12]: You don't need to go into specific details here, just summarize in an overview the key points and any actions that need to be taken. You can use the separate Content Preparation checklist to flesh this out.

Commented [A13]: In some cases, Squarespace will have built-in tools for integration. In other cases, you may need to be a bit creative and/or research how to integrate. Remember to allow time to test all of these integrations when planning your Project Timelines.

Commented [A14]: Your website will be a living, ever-evolving thing. Ensure you have considered when, how, and who will update it and manage any interactive elements such as comments or forms. Being clear about it here will set expectations before things get busy later.

About the Project

Project Team

Example:

- *Project lead: Alison*
- *Final decision makers: Paul & Alison*
- *Content providers:*
    - *Ewan – photography*
    - *Andrea – press releases, calendar dates for launch*
    - *Janet – blog posts (need at least 4 new ones to pre-load into the site for launch)*
    - *Alison – About page, testimonials, Gallery descriptions*
- *Editing/review of text copy: Ewan's uncle*
- *Blog migration reviewer: Janet*
- *Testers: all Floribunda team plus friends/family*
- *PR around launch: Andrea/Janet*

Project Timelines

Example:
Launch by 1 Oct September (Floral Fair Expo)

Key dates:
- *Social Media announcements: 23 September*
- ***Go Live: 22 September***
- *Final Testing: 14-18 September*
- *Site build: 25 Aug – 11 Sep*
- ***Blog migration: 4 September** (no new posts on old blog after this)*
- ***New content deadline: 21 August***
- *Idea boards research: 4-21 August*

Project Budget

Example: $2000 (includes aprox 30% contingency just in case)

Breakdown:

$100	*Squarespace subscription (recurring, per year)*
$10	*Domain name - £9.95 to keep our existing one, per year*
$200	*Stock imagery/illustration licenses – to add to old blog posts*
$750	*Photo shoot from Emma Gutteridge*
$500	*Flowers & supplies for photo shoot*
$1560	*= TOTAL ESTIMATE*

Source: <u>Building Business Websites with Spuarespace 7</u>, Mike Coffey, Packt
Publishing, 2015