CHECKLIST

WEB DESIGN

HOW TO PREPARE FOR A
WEB DESIGN PROJECT

Checklist
WEB DESIGN

Stay Organized

Keep all of your digital notes and files in one place. We recommend Google Drive. This free cloud storage option makes it easy to share files with your web designer.

WEBSITE

Start With the Basics.

- Choose and purchase a memorable web address.
- Choose a web host. *Ask you designer for recommendations.
- Gather links to websites that feature a style, design or layout you'd like to model on your website. Make notes about what you like most about them.

DESIGN

Logos, Photos & Style

- Have a professional logo designed.
- Optional: Hire a graphic designer to create custom graphics or illustrations.
- Optional: Hire a professional photographer.
- Gather stock images and graphics.

Checklist
WEB DESIGN

About Copywriting

Most designers don't write the words that go on your website. We recommend having your copy ready before your designer begins. This will save you from costly design changes.

About Email Marketing

This is one of the most effective marketing methods. It keeps you in front of your leads and primes them to do business with you.

New to email marketing? Click here to learn how it works.

MARKETING

Copywriting & Email Marketing

- ☐ Option 1: Write the words that will go on all of your website pages.

- ☐ Option 2: Hire a copywriter to pen persuasive text for your website.

- ☐ Set up an email marketing account to collect leads on your website. Or, have us at Vox Pop Marketing do it for you.

WWW.VOXPOPMARKETING.COM

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WEB DESIGN

Your Website as a Marketing Tool

Online lead generation is essential for business. A person who fills out a form on your website is a lead. Leads are potential customers.

Click here to Learn the Basics of Lead Attractive Websites.

What to Do Next

Share your answers to the questions below with your web designer. Your pages should be built to meet your goals.

WEBSITE OBJECTIVES

Questions to Sharpen Your Vision

- What is the main purpose of your website?

- What tone and brand image do you want to project? (ie: formal, casual, conversational, humorous, etc.)

- What is the purpose of each page on your website?

- What do you want people to do when they visit your website? (ie: Fill out a lead form, subscribe to your email list, call you, etc.)

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How to Use the Questions Below

Use the copywritng questions below to write your own persuasive web page copy. Or, send your answers to a professional copywriter who will draft enticing web content for you.

COPYWRITNG

Copywriting Questions

- ☐ Who is your target customer? Describe them in detail.

- ☐ What are the challenges that your service helps them with?

- ☐ What makes your business THE choice in your niche?

- ☐ What outcome(s) and transformation(s) does your service bring?

- ☐ What common objections or hesitations cause your leads to drag their feet or decide against your service?

- ☐ What would you say to your leads' objections? List the reasons their concerns are unfounded.

- ☐ Gather and include your best testimonials.

Lead Generating Web Design

MORE FREE WEB DESIGN TIPS ...

We publish in-depth blog articles to help make your website your best marketing tool. Here's one of many articles you'll find on the topic ...

Click here to learn the **"Reasons to NOT Use a Website Builder"**.

ABOUT VOX POP MARKETING

We specialize in lead generating web design and content marketing for service professionals and firms.

We are located in weird and wonderful Austin, Texas, but serve businesses across the United States and abroad.

SERVICES OFFERED

- Lead generating web design
- Website maintenance
- Blog content writing & publishing
- Email marketing
- Website consulting
- and more

Click here to see our range of services.