

Planning, Designing, and Optimizing a WEBSITE LAUNCH / UPGRADE

STAGE 01 EFFECTIVE PLANNING

Creating and effective planning is vital for any website's success. Your site will have no value unless your visitors know how to take action. It should be remembered that the primary goal of developing a site is to promote something.

PLAN THE STRUCTURE

How do you want to ORGANIZE your information?

Understanding your business and the intended target market will help you determine how your site is structured.



DEFINE THE PURPOSE

What you want your site to do and how are you going to do it?

Defining a clear purpose is important because it becomes the focus of ALL your design endeavours and helps you determine the most appropriate objectives for your business.

PLAN THE PAGES

WHAT type of pages do you need and how MANY are required?

your visitors to the information YOU want them to see.



DEFINE THE AUDIENCE

Who are the people you WANT to visit your site?

Clearly defining your existing or potential visitors increases the chances of promoting your product or services in a more effective manner.

PLAN THE NAVIGATION

How quickly can your visitors FIND what they are looking for?

People are very impatient online, the average user spends just 30 seconds on a page before moving on. It is imperative to build a navigation system that allows visitors to know where they are, how to find information and how they can get back to where they started within 3 clicks or less.



PLAN THE CONTENT

What TYPES of media will get your message across effectively?

Typography (text), Graphics, Video, Audio and Animation are all different types of media that need to be considered. Combining different types of media will enhance the user experience and expand the reach of your message.



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STAGE 02 DESIGN AND LAYOUT

Choosing the right design elements and following a few basic rules will ensure your message is being conveyed to your users in a simple and effective manner. For example clear navigation, clean lines and a simple layout will make it easy for visitors to find what they're looking for. Some of the more important Key Design Considerations that should be considered are Consistency, Coherence, Information Placement, Information Coding, Color Choice and Text Clarity.

In addition to having a basic understanding of what types of design elements to use, there is one more VERY IMPORTANT thing to consider in relation to website design, and that is the concept of USABILITY, which simply means the ability for your visitors to find what they are looking for easily and effectively. One of the most recognized authors on the subject Dr. Jakob Nielsen, defines Usability as "a quality attribute that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.

KEY DESIGN CONSIDERATIONS



CONSISTENCY

Consistency makes it easier to learn and remember how to use the website. Includes positioning of buttons, headings, icons, page layout (where practical).



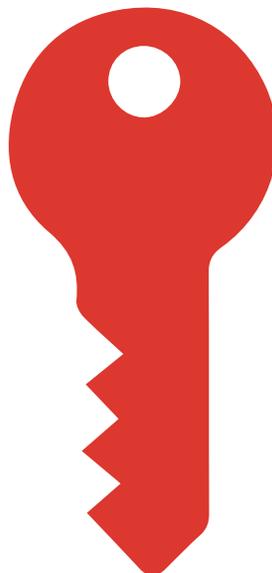
COHERENCE

How easily can your visitors manage information and perform the relevant tasks.



INFORMATION PLACEMENT

What do people expect to see when viewing a page? (e.g. Consider where to place the most important content).



TEXT CLARITY

Choose text that is easy to read and browser friendly, uses appropriate character cases, allows visitors to print the pages easily and uses a writing style that is appropriate to the target audience and genre.



COLOR

Choosing a color pallet which is appealing to your visitors (e.g. use colors opposite each other on the color wheel).



INFORMATION CODING

Coding techniques such as the use of color, object size, shapes and numbers to designate content and information chunks appropriately.



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USABILITY IS DEFINED BY 5 QUALITY COMPONENTS

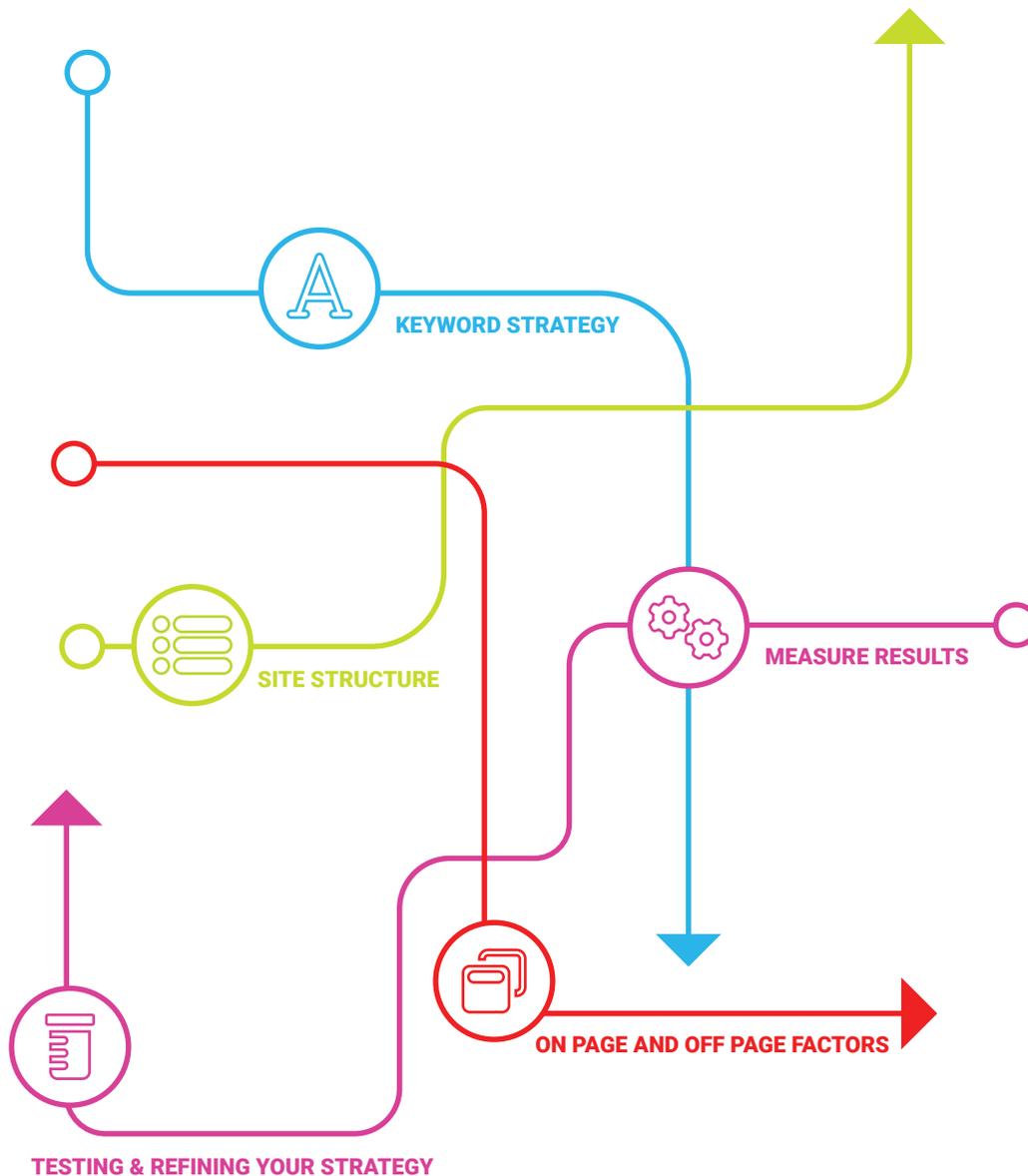


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Having a website is only the start, it is important to make sure that your website is listed correctly with search engines and optimized by focusing on the following key areas:



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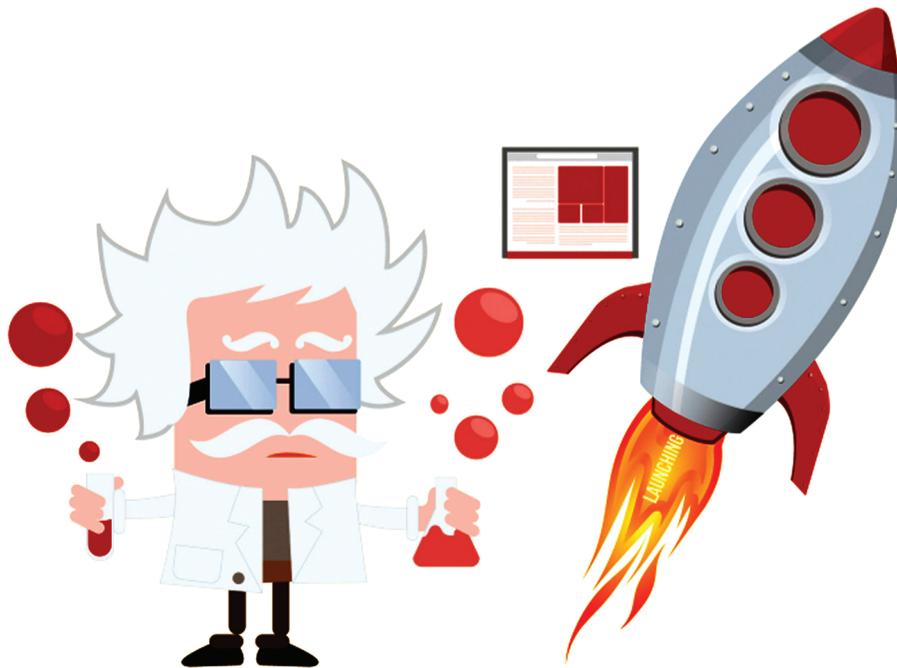
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STAGE 03

STRATEGIC IMPLEMENTATION IS A TWO STAGE PROCESS

TESTING AND LAUNCHING

Testing is an extremely important part of the implementation processes. This is where YOU as the business owner gets the chance to view and provide feedback on your site before it is launched to the general public. It also provides the developers with an opportunity to ensure the site functions as intended and allows them to make any changes to enhance the final products.



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