

# The 10 Steps

you need  
to know  
**Before** creating  
your **WEBSITE**



## STEP 1

### Strategy

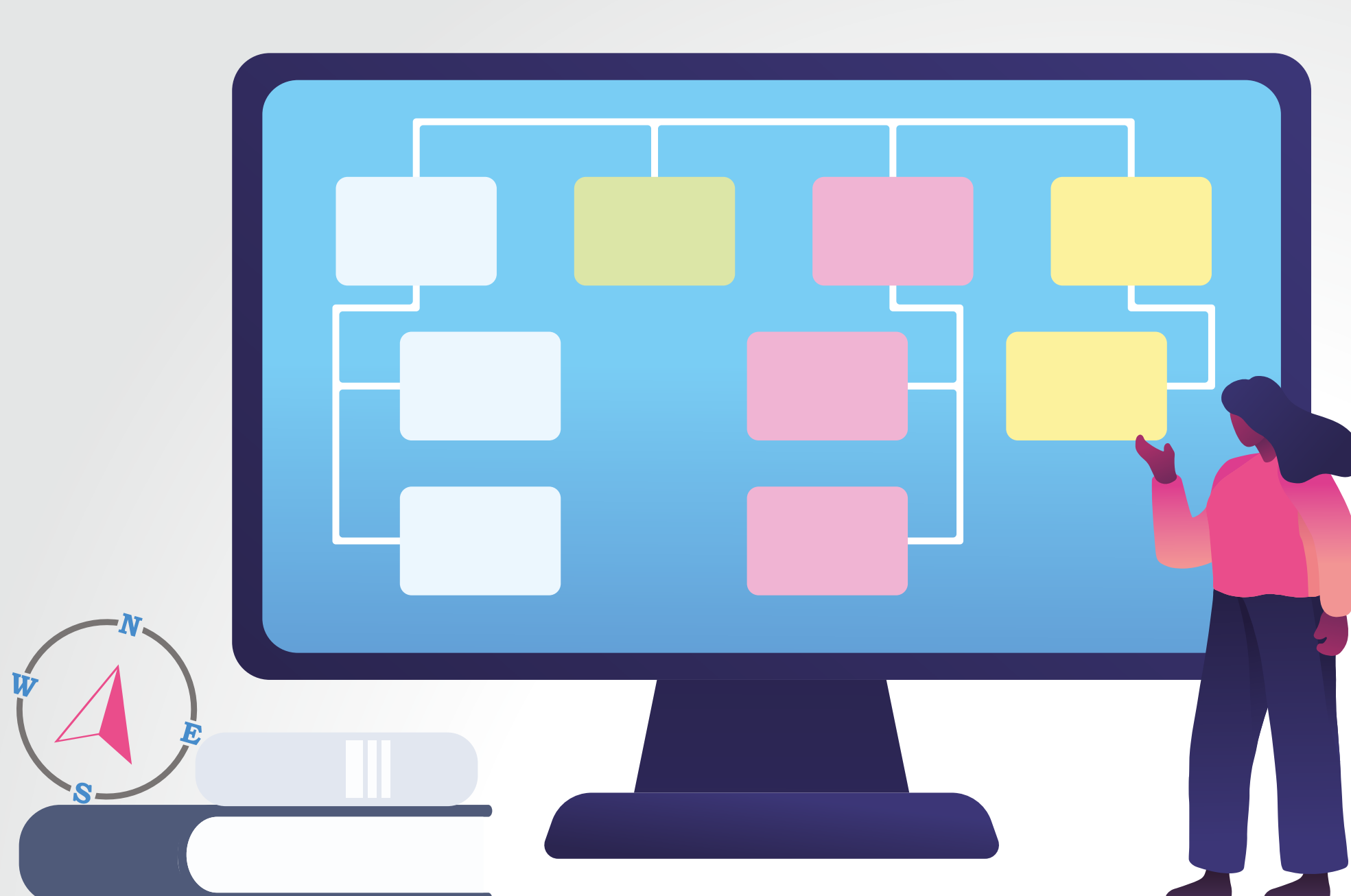
Before you do anything you need to know who you are, who your audience is and what you are going to do to add value to them.



## STEP 2

### The Customer Journey

Your website is not about you, it's about your visitors so your outcome should be to ensure they have a positive user experience



## STEP 3

### SiteMaps

From your top Level Menu to all the pages you will need to create. This gives you the opportunity to view your website from a birds eye view.



## STEP 4

### Wireframes

Each page on your website should have one outcome and its much easier to identify the visitors journey when you can see how the page is going to be built.



## STEP 5

### Content

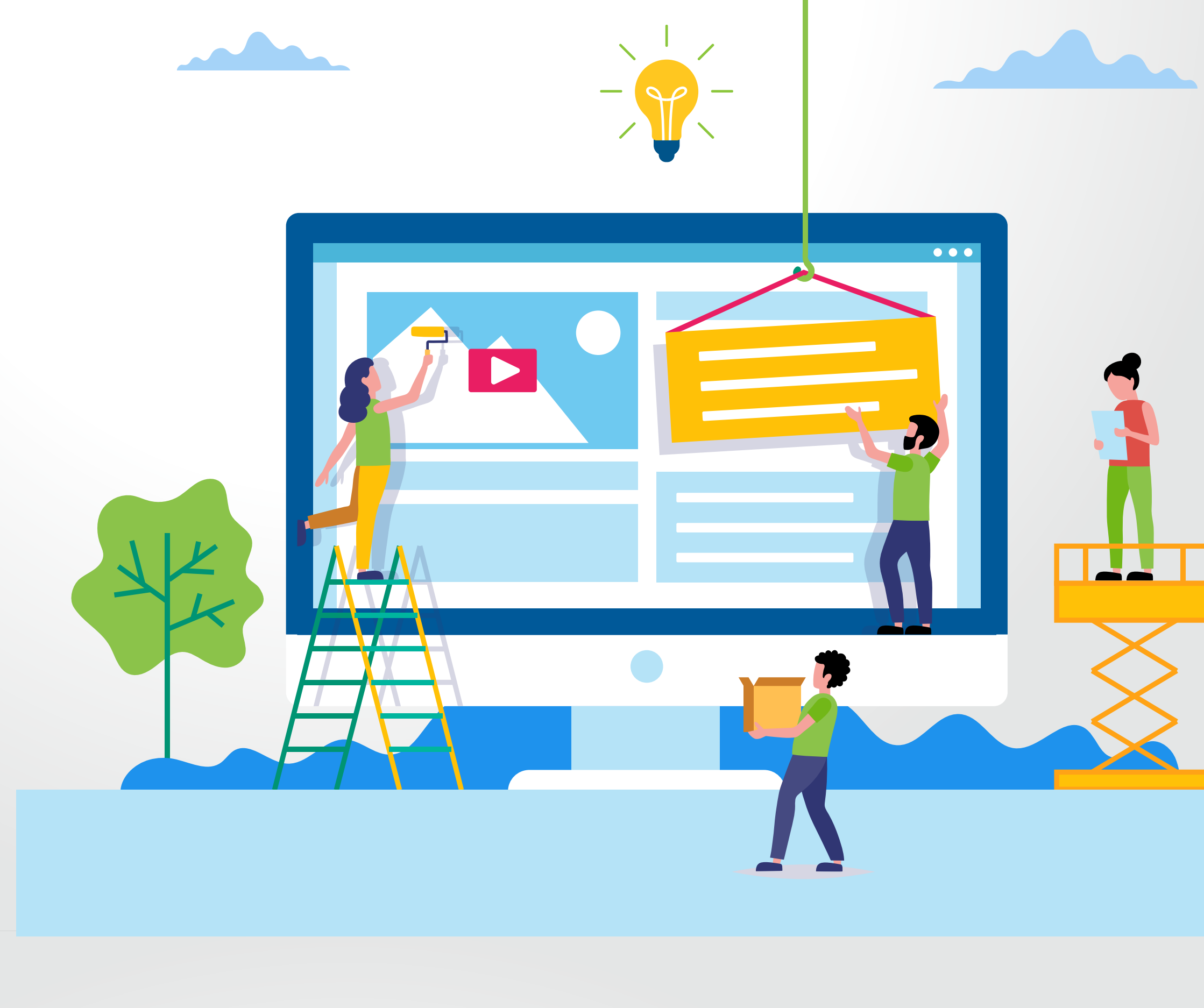
Don't underestimate the power of content. Moreso in todays society is the power of context. Ensure that your content is well written and stands you out as the leader in your industry.



## STEP 6

### Design

People are instinctively drawn to things that are visually-appealing. You will have influence over your potential customers when you tap into the basic concepts of branding and design.



## STEP 7

### Systems

The functionality of your website will determine how people interact with you, from shopping carts, membership sections and email auto-responders. You need to identify which systems you will use.



## STEP 8

### Bug Testing

Make sure your website looks great and functions properly on multiple types of devices, operating systems, and browsers before you launch.



## STEP 9

### Analytics

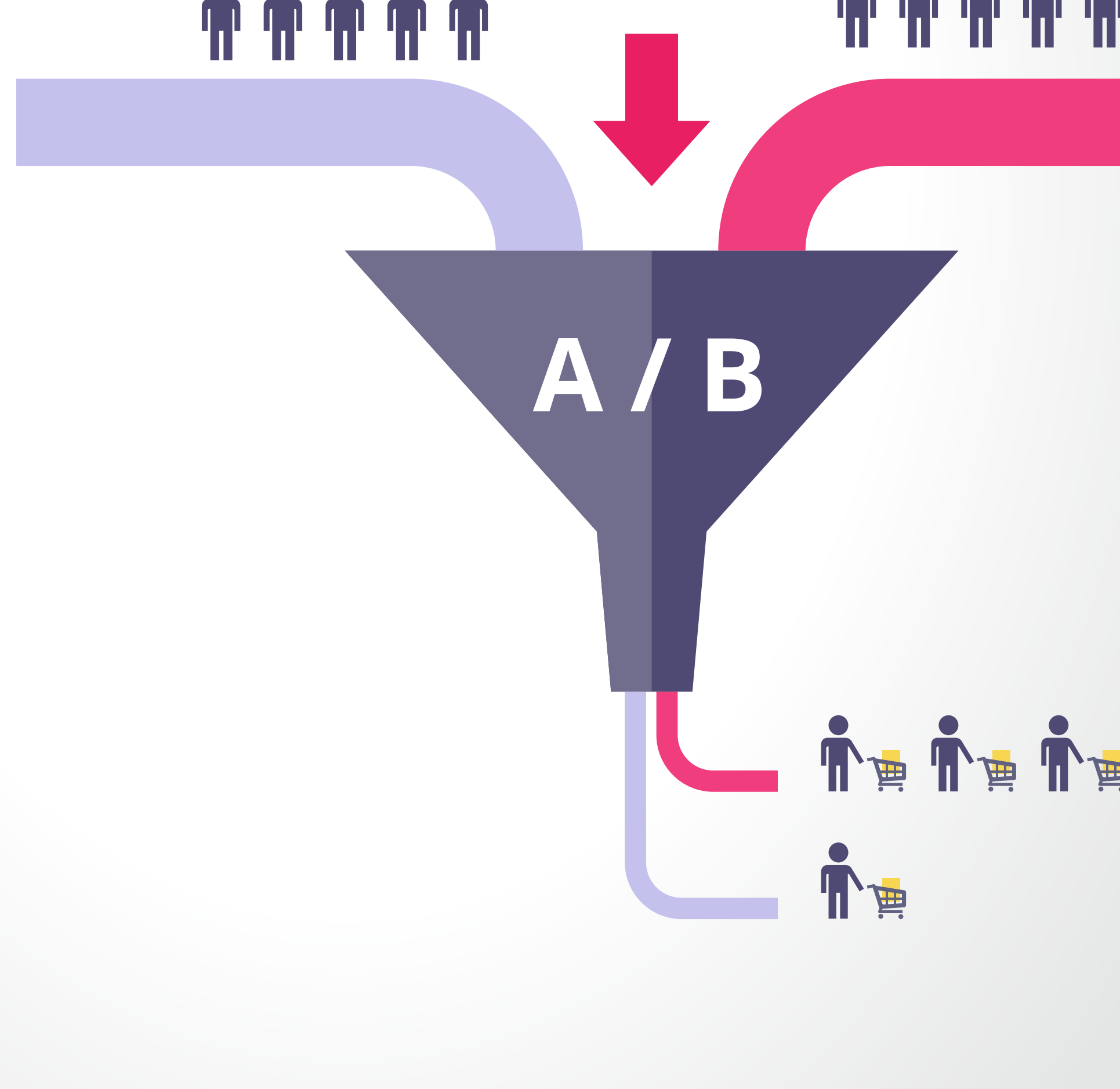
Gather data about which buttons your visitors click, which pages they actually visit, how long they spend, and what they find most interesting. Data is your most valuable asset.



## STEP 10

### Split Testing

Your website does not need to be perfect when you launch. You should always be testing variations of headlines, video titles, button colours and other elements to take you from good to outstanding.



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