1. What is your objective? What do you want your website to do? Are you trying to inspire, inform, sell, promote or engage? List what you want your website to achieve.	
2. Who is your audience and what do you want them to do? Your website should be designed with your user in mind. What are they interested in and what will make them go to and stay on your website? What do you want them to do as a result of seeing your website? Why not ask some of your customers to tell you how they use your existing website, what they look for and any improvements they'd like to see [link to survey monkey and how use]	
3. What content are you going to include? Think quality and relevance over quantity. Most people expect to find what they are looking for within three mouse clicks!	
4. How are you going to structure your content? You want your site to be easy and quick to navigate so think about a logical structure for your content. It will help to think about the user's journey and the purpose of each page. Ask yourself what do you want the user to find out from this page? Which page do you want them to visit next? It sometimes helps to draw out a structure diagram to check visitor flow.	
5. What functionality do you need? Think about what your website needs to do. It may be more than just an information site and the more interactive you make it the more likely you are going to engage users. Do you need to be able to do bookings online? Do you want to data capture people's details so you can send them an email or e-newsletter? Do you need it to be mobile responsive so it works on smartphones and tablets? Do you want to be able to show videos within the web pages?	
6. How do you want your website to look? You want the website to reflect your business, so think about the colours, font and images you want to use. Be consistent throughout, and don't overdo it. Websites should be clear and clean.	

7. **How are you going to keep the website up-to-date?** It is very important to keep your website up-to-date so you are likely to need a Content Management System (CMS) so you can edit the content as and when you need to. Think about how much time and resources you will be able to allocate to this, and build your website as simply as can be managed by you/your team.	
8. **How are you going to bring your website to life?** Websites are no longer just text-based and you can bring your offer to life through images, video and audio. Social media is a great way of showing how others are endorsing your business. Think about what you would like to incorporate so this can be planned and integrated into your website from the start.	