



Website Planning Guide

A Checklist for Site Creators

Congratulations! You've created your own website with vFlyer Sites.

The purpose of this guide is to help you define the content to include on your website.

The aim of most business websites is to generate new business. Though every business and industry is different, there is a common progression of questions that prospects often ask themselves when they visit a website.

The 5 Questions Your Site Visitors Will Be Asking...

Does this firm offer the products and/or services that I am seeking?

Content that can address this question (check the items that you plan to include):

- Slogan
- Product/service photos
- Product/service descriptions
- Featured products/services
- Testimonials

Do I have confidence that the quality and type of products or services will meet or exceed my expectations?

Content that can address this question:

- Photos of your work
- Photos of your work with captions
- Photos and descriptions of your work
- Testimonials
- Articles

Does this website provide enough evidence that this firm or organization has credibility?

Content that can address this question:

- Member association logos
- Photos of you and your staff
- Industry credentials/licenses
- Awards or honors
- Testimonials
- Third-party testimonials (e.g., links to Yelp, Angie's List, or Facebook)
- Examples of your work
- Articles that demonstrate expertise

Are these products or services offered in my price range?

Content that can address this question:

- Prices
- Offer a free price quote or estimate

What is the simplest and most effective way to learn more or order these products or services?

Content that can address this question:

- Contact phone number
- Call-to-action (e.g., "Call us today at 800-594-5930!")
- Contact form
- Contact email address
- PayPal or Google Checkout button
- Online scheduling application

Having gone through these questions and determined what you'll add to your site now and what you want to add later, you are well on your way to having an effective website plan.

Other Content Considerations

What **other content** do you want to add that will address the questions above or other questions that your prospects might have?

- Business overview
- Articles
- Listings, such as houses for sale, rentals, autos, job postings, etc.
- My Twitter feed
- Social media toolbar
- Video content
- Audio content
- Links to resources
- Map
- Other _____

What **functionality** do you think is important to address your prospects and customers needs?

- Contact form
- Email subscription field
- Facebook Like button

- eCommerce (PayPal, Google Checkout, etc.)
- Click-to-call
- Click-to-chat
- Other _____

Images

Images are also an important part of a professional website.

Splash Images

Many sites contain a splash image below the header or navigation of the website. This image does a lot to set the mood of the website. In planning your site, you should decide if you want to include a splash image on each page or not. **The optimal size for a splash image is 1024 pixels wide by 150-225 pixels in height.** In general, the larger the image, the better; we automatically resize the image and you can adjust its height once you've uploaded it to the site.

- I want to use splash photos on my website
If so:
 - I have photos to use for splash images
 - I need to find images or have photos taken
There are many services that sell licenses to stock images, often for as little as \$10. Fotolia.com and iStockPhoto.com are two such services.
 - I will use the stock images in my site theme

Other Images

Other images are often placed on websites to provide visual cues to the types of products or services offered, often using a photo gallery.

- I want to display other images on my website
If so:
 - I have photos to use
 - I need to find images
See note about purchasing stock images above.
 - I need to have photos taken

The Header

The header is an important region of the website because it's often the first place people look. Often, the header shows your business name, slogan, and phone number. In addition, many websites include a social media toolbar in the header. Another option for the header is to create a banner image that contains the same type of information. The header image offers more flexibility but often requires a design tool such as Photoshop and some design skills. **Header images should be 1024 pixels wide and 100-175 pixels in height.**

For my header, I want to:

- Show my company name, slogan, and phone number
- Use a Word-like editor for header content
- Upload a banner Image

If you chose the banner image option:

- I plan to create the banner image myself
- I will need a designer to create the banner image

Website Design

The remaining piece is the look and feel of your website. The design of your site is important. One of the major benefits of vFlyer Sites is that it enables people who lack design skills or know-how to create beautiful, professional-looking sites by providing professional design themes.

- I plan to select a design theme from vFlyer's library of designs
If yes:
 - I will use the theme as is
 - I plan to customize the theme
- I would like a custom design theme
If yes, please call or email the vFlyer Team to discuss your requirements.

Now that you have the essential requirements defined, you can more confidently embark on creating or completing your website. Take a look at our [help center](#) for detailed instructions on how to edit your website. Please don't hesitate to call vFlyer Customer Support at (800) 594-5930 or email us at support@vflyer.com if you want to learn more about our comprehensive website service or would like help setting up your website.