

# THINKING ABOUT A *new* WEBSITE? HERE ARE *10 Things!* TO CONSIDER



**MILLENNIAL  
DESIGNERS**

A WEB DESIGN AGENCY

# 1. DEFINE THE PURPOSE OF YOUR WEBSITE

Before starting your website project, define the business objective you hope to accomplish through your website. Whether your goal is generating leads, selling products, scheduling appointments, or providing information, your website should be intentionally designed to support those outcomes while reflecting the look and feel of your brand.

# 2. A WEBSITE IS A TOOL, NOT A MARKETING STRATEGY

A website alone will not automatically generate traffic or leads. You still need social media, referrals, SEO, paid advertising, networking, and other promotional efforts to help attract visitors. Building your social media presence on the platforms where your ideal customers spend their time is an effective approach.

# 3. CREATE CLEAR CALLS TO ACTION

Visitors should immediately understand what steps to take next. Prominent calls to action such as "Call Now," "Book a Consultation," "Buy Now," or "Learn More" should be easy to find throughout your website.

# 4. PRIORITIZE FUNCTION OVER APPEARANCE

A visually appealing website is important, but functionality matters more. Your website should guide visitors toward taking a next step. Ensure your website thoughtfully leverages the functionality that leads customer to purchase products, book an appointment, submitting a form, or contacting your business.

# 5. RESEARCH COMPETITORS AND GATHER INSPIRATION

Study businesses similar to yours to understand how they present themselves online. Identify what you think works well, where opportunities exist to differentiate yourself. Collect examples of websites you like to help guide the design and development process.

## **6. UNDERSTAND YOUR PLATFORM AND ONGOING COSTS**

Whether your website is built on WordPress, Shopify, Squarespace, Wix, or a custom platform, understand the recurring costs involved. Hosting, domain renewals, subscriptions, plugins, updates, and maintenance can all contribute to your long-term investment.

## **7. DON'T FORGET ABOUT THE MOBILE VERSION**

Most visitors will view your website from their phone rather than a desktop computer. Make sure your website is fast, easy to navigate, and provides a seamless experience across all mobile devices.

## **8. REGULARLY TEST AND MAINTAIN YOUR WEBSITE**

Links, forms, and buttons could stop working over time. Review your website regularly to ensure everything functions properly. Ensure content and contact information is not outdated. Set aside time and budget required to keep your website updated and maintained.

## **9. INVEST IN QUALITY CONTENT AND IMAGERY**

Professional photography, strong messaging, and well-organized content help establish credibility and trust. Invest in capturing professional photos of your business, team, and services. It will create a stronger connection with potential customers. While AI-generated images or photos taken from a mobile device can be useful, the photos that anchor your website should be taken by a professional camera.

## **10. BUILD FOR GROWTH AND SCALABILITY**

Your website should be able to grow alongside your business. Create a foundation that allows you to add new services, functionality, content, and business processes as your needs evolve over time.

# HOW CAN WE *Help?*

Thanks for reading! We hope this guide has helped you better understand the website planning process.

If you have questions or would like to discuss your website goals, we'd be happy to help. Reach out using the contact information below, and let's start the conversation.

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