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L O V E

ONLINE FOOTPRINT



HOW TO WRITE A CLEAR WEBSITE BRIEF

So what should you provide to your digital agency before starting a new web project? Here are some suggestions that will give the web designer a detailed snapshot of your business.

THE BRIEF FRAMEWORK

OVERVIEW OF WHO YOU ARE

1. Provide a paragraph about your company (your elevator pitch). Who you are and what you do.
2. What is your industry?
3. What is your position within that industry?
4. How does your business make money?
5. How are you unique?
6. Are you operating locally, regionally, nationally or internationally?
7. What problem does your product solve in the market place?
8. Why do you want a website?
9. Will your website be a way of generating leads and enquiries or is this purely for credibility and having a presence?
10. Who are the decision makers on this project?

YOUR TARGET AUDIENCE

1. Who are you trying to target with the new website?
2. Describe the profile of your ideal customer (detail their fears and desires).
3. What are some of the common traits of this group? (Details such as income, habits and hobbies.)
4. What is important to them when they purchase from you?
5. What is your target audience's pain point? (What keeps them awake at night?)

YOUR NEW SITE

1. What does success look like to you? (More traffic, sales, response rates, leads generated, better reputation?)
2. Do you have a site map? (A tree-like structure of how the different pages within your site hang together)
3. What is the estimated number of pages?
4. Is there any additional custom functionality which is required on the website? For example, shopping cart, forms, secure member areas etc.
5. What is the most important thing for a visitor to do when they arrive at your website? For example, fill out the contact form, pick up the phone or make a purchase?

OTHER IMPORTANT THINGS

1. What is the proposed budget for this project?
2. Who will be the key contact throughout this project?
3. What is the required launch date?
4. Are there any existing suppliers or partners we will need to work with?
5. Who will be responsible for writing the content for the website?
6. Do you have images and photography which you can provide?

LOOK AND FEEL

1. Describe the desired look of your new website.
2. Do you have an existing style guide for your brand?
3. List three websites you LIKE the look of and detail why.
4. List three websites you DISLIKE the look of and why.

PROPOSED SITEMAP

A sitemap is a visual tree-like structure used to map out how each of the pages will hang together. It is a good process to map out each of the pages that will make up the site and list the different features of functionality required within the website.

WORDPRESS PLUGIN LIST

Akismet – This protects against any automated spam via comments on your blog.

BackupBuddy – A paid plugin which makes it very easy to automatically backup your website, restore it and migrate it. Best of all, these backups can be stored in the cloud using services such as dropbox.com, Amazon S3 or other FTP server. You can never have too many backups!

Disqus – This plugin integrates with the native WordPress comments but provides a more feature rich commenting experience.

Google XML Sitemaps – A plugin which will create a structured file in XML format which can then be submitted to Google to aid in the crawling of your website.

Gravity Forms – Advanced form creation plugin that makes beautiful looking, powerful forms. It has a drag and drop interface making it very easy and quick to build simple, multipage forms and order forms.

Image Widget – Upload images to the widgets section within the WordPress administration panel.

iThemes Security – This plugin protects against hackers on your site. It improves the security on WordPress by modifying the configuration settings, hiding certain components and detecting brute force attempts (when your website gets flooded with traffic by a hacker).

Redirection – Manage 301 redirects (tells a search engine when a page moves from one location to another) and track any 404 errors (when a page is missing).

Share This – A way of adding social media sharing links such as Facebook, Twitter and Share via email to your blog posts.

Shortcode Exec PHP – A technical plugin for adding scripting code to posts and pages further expanding the functionality of WordPress.

Love At First Site - Jon Hollenberg

WordPress SEO – A comprehensive SEO plugin for managing the on-site optimisation of your website. This includes a content analysis feature which gives you feedback on the optimisation of each page.

WooCommerce – E-commerce plugin which will transform your website into a fully functioning online store. With tons of features this plugin delivers an enterprise-level shop for free. Great for selling physical, virtual or downloadable products. There are hundreds of 'extensions' available which further increase its shipping, payment and configuration capabilities.

WP Smush.it – Automatically reduces the file size of images so they load much quicker.

WP Super Cache – Instead of running intensive scripts every time someone visits your website, a smaller more efficient HTML file is generated and sent. This smaller file reduces the load on your server and speeds up your site.

Types & Views – A WordPress development toolset allowing for the customisation of the WordPress backend by creating customised 'posts' containing unique predefined fields.

WORDPRESS HOSTING PROVIDERS

You get what you pay for and hosting is no exception. When the upfront price is low you will pay for it somewhere along the line.

HERE ARE MY PICKS FOR THE BEST 'FULLY MANAGED' WORDPRESS HOSTING SOLUTION.

WP ENGINE



Managed Updates
Daily Backups
Awesome Support
Lightning Fast

<http://5five.co/3lvi>

SYNTHESIS



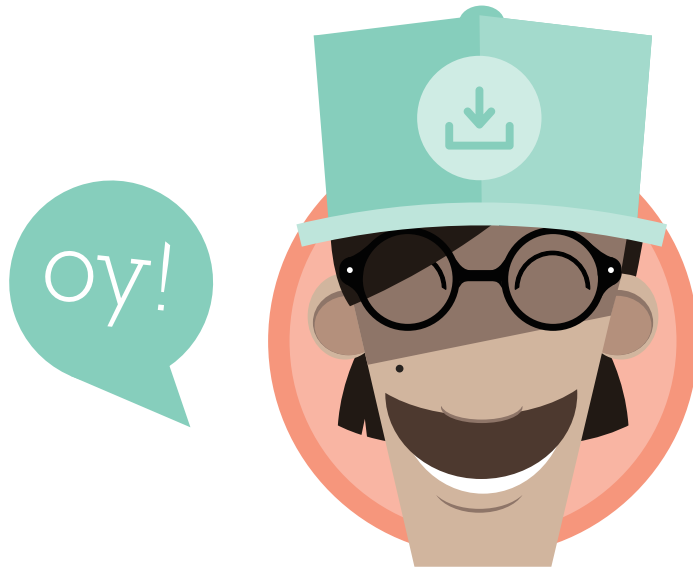
Developed by Copyblogger (Great Crew)
Rock solid security
Optimised for Wordpress
Site uptime monitoring

www.websynthesis.com

POST LAUNCH CHECKLIST

Here is a list of technical components that need action. Each website will vary in terms of features and functionality:

1. Scan the source code of the website to ensure there are no instances of the development URL.
 2. Check for any broken links in your site website using this tool <http://www.brokenlinkcheck.com/>.
 3. Install Better WP Security plugin (or similar) and configure.
 4. Remove the default WordPress theme assuming your new site is using a different theme (TwentyFourteen).
 5. Check SEO (YOAST) plugin is activated (or a similar search engine optimisation plugin).
 6. Ensure all your title tags and meta descriptions are populated and unique for every page.
 7. Ensure robots.txt is configured and is not blocking your website (visit <http://www.loveatfirstsite.net/robots.txt> for an example).
 8. Check to ensure search engines are not being discouraged in the WordPress 'reading' settings.
 9. Ensure the Google Analytics tracking code is installed and successfully receiving data.
 10. Setup goal tracking via Google Analytics.
 11. Setup monthly reporting via Google Analytics to send you a report of website statistics.
 12. Ensure your site has been verified via Google Webmaster Tools and submit an XML sitemap.
 13. Link Google Analytics and Google Webmaster tools.
 14. Change the WordPress general settings to your email address.
 15. Check that there is a custom favicon.ico setup (small icon which appears in the browser tab and address bar).
 16. Ensure all your enquiry forms are working and submissions are arriving in your inbox.
 17. Ensure a CAPTCHA code is setup on your forms to stop any automated spam.
 18. Remove any page/posts that are in the trash tab.
 19. Check all blog posts are attributed to the correct author.
 20. Check to ensure your site loads in under three seconds using this tool <http://tools.pingdom.com/fpt/>
 21. Take an offsite backup of your website and store locally on your computer or external hard drive.
 22. Ensure there are regular weekly/monthly backups being taken and sent to an offsite site such as Amazon S3 or Dropbox.
 23. Ensure the 'admin' username for the WordPress login has been removed OR changed (important for WordPress security).
 24. Test both the 'www' and 'non-www' versions of your domain name to ensure these are working correctly.
 25. Website has been tested on a mobile device.
 26. Cross browser and platform (PC and Mac) testing has been completed.
- If there is online ordering on your site, do a test order.



*Thank You For Downloading
The Love*