



# 10 steps for a successful website

# 1 Who is your Target Audience?

The first step to getting a successful website is to figure out what your target audience is. You can't figure out how to organize information, plan page layout/pictures/content or design graphics if you don't know what your target audience is. For simplicity sake, we tell a lot of clients that we design a website based off of a company's logo but inherently, a well designed logo always takes into consideration the target audience when establishing the image of your business. For instance, the fun and exciting imagery and graphics on a highly visual website of a circus would not suit the serious tone and layout of a business law office. Failure in considering your target audience makes the whole design process inefficient; costing time and money and, in the worst case, damaging your business image. After all, a website is essentially a 24 hour extension of your business.

# 2 What is the Main Purpose of your Website?

The 2nd step to a successful website is to figure out and narrow down the purpose of your website. Are you trying to let potential clients from out of the area know about your business? Are you an established business but you are having problems getting people to your location? Are you looking to inform people about a product or service that you offer or are you just looking at promoting sales online? If you can't answer these type questions, more than likely you will end up with a website that doesn't achieve desired results. At Wyld\_Desyns our goal is to help you create a website that effectively suits your purpose for the target audience you desire. So ask yourself... What is your desired result?!

## 3 Keep it Simple

The 3rd step to a successful website is to cut the fat and refine your ideas. Studies show that you have 7 sec. to get your point across or you will lose people. Are your marketing materials doing that for you? One of the most successful sites on the internet is Google. Think of how simple it is. A logo, then a box to type what you are looking for. So let's say that your purpose is to sell pizza online to your target audience in the Fond du Lac area. Don't you think that it should be instantly apparent that you can order pizza online for the Fond du Lac area at first glance? If not, oh well, there's always the big chain pizza store available. The story of your dream vacation, a picture of your dog, and links to local weather would not only be irrelevant but a distraction from the purpose of your site. People run busy lives and your business suits a need of theirs. Getting your point across without having your customers work for it is the genius behind simplicity.

## 4 Make it Accessible

Lets say that you did a great market analysis, figured out your target audience and created a great looking website that suits your purpose. Ask yourself this question: What if the people you want to see that content aren't able to access key componets of that website because they don't have the same software and plugins you do? Ooops!!! You see, the internet is essentially an intricate system of computers (including tablets, phones and other devices) and the difficult part is they are all different in terms of screen resolution, operating systems, software, web browsers and plugins. The key here is to create a web viewing experience remains as consistent as possible no matter what system a end user is viewing your site on. At Wyld Desyns, we have an extensive checklist of processes that goes over these finite details. Not only do we abide by W3C web standards, we test your site against as many different computer scenarios that are considered significant for your target audience. That way your site is viewable the way you want them to see it.

# 5 Content, Content, Content

Most people who want a website have an ideal image of what it would look like before beginning a web project. The difference between those who have some decent ideas and the ones that successfully get their point across are the ones that focus on their content. A design is visual but, ultimately, when people come to your site they are looking for content and, when they can't find it, they will go elsewhere. More than likely to your competition. Google is no different than people in that respect either. If the content is not on your pages, it doesn't matter how much optimization you do, your site will be ranked low. So ask yourself, what is it that you need to say to your target audience? What information coordinates the purpose of your site into a return on your investment? Also, a reminder from other steps, keep it simple & concise because too much information can be confusing.

# 6 Stay on Track

Have you ever had a moment in your life where the anticipation of something good lead you to ruin a surprise or cause mediocre results? Don't be guilty of that with your website. There are necessary steps to creating a successful website and some of the most important steps are easy to overlook. Many people want to have that instant satisfaction of an eye catching design. That's great, but these other steps need to be addressed with as much passion and attention to detail otherwise your beautifully creative design will be nothing more than an empty shell. At Wyld\_Desyns, we will help guide you through this process to insure that your website is done efficiently to the highest standards possible. There are no shortcuts to a successful website.

# 7 Make sure People can find your Website

So you think your new website looks great; your new shopping cart has all of your best selling items but nobody's buying anything and traffic is minimal to your site. What the heck?!! Just like a storefront that nobody can find, a website with no search engine optimization will eventually make you say "What good is a site that nobody can find?" At Wyld Desyns we build your content rich site from the ground up with search engine optimization in mind from the very beginning. Remember the importance of knowing your target audience and the purpose of your site? That information comes into play here as we meticulously add keywords and content to your site with the major search engines in mind. Whether your customers search for you on Google, Yahoo, Ask or Bing, it's very important that they be able to find you when they are looking for that product or service. Who needs the phonebook when your at the top of Google?!

# 8 Provide Contact Details

Do you find yourself now looking up a businesses' contact information on the internet as opposed to looking in the yellow pages? At Wyld Desyns we believe in making that connection between you and your customers an essential componet of your website. Not only do we recommend that your contact information is available in the footer of every page, we design custom customer contact forms that ease the initial contact for your clients. Let's say one of your customers is working on a project at 2:00 in the morning and realized that they need to utilize one of your products or services. Assuming that most people wouldn't call in to your business at that time, what happens if they forget about contacting or just lose the motivation to contact you the next day. Custom contact forms will make it easy for them to initiate that crucial first step and, that way, you can guide the information that you would like to collect from them.

## 9 Keep your Site Visual

If a picture is worth a thousand words what does bad graphics and poor photographs on your site say about the quality of your business? Think about that for a second... Ever see a website that was quickly "thrown together" to satisfy someone's guilty feelings of not being "up with the times" by not having a website? What was the first thing you thought about that business? Maybe that the business was a hobby or temporary job for that individual or maybe they're just not that serious? Amazing what professional graphics can do for you; right?! In some cases your website can be the first impression and the only chance to impress a customer to do business with you. If you don't allow your shop or business front to be messy, why would you allow your website to be visually disturbing?!

## 10 Keep your Site Current

You've figured out target audience, developed concise content for your site that is easily accessible and suits your purpose. The site is easy to find and navigate it's visually appealing and your contact information is readily available. You've paid for the site and everything is done; right?! Actually... No. The thing about websites is that they are an ever changing entity. Just like your business, your website will need evolve based on your changing needs. At Wyld\_Desyns we understand this and build your site from day one with this in mind. We not only give you free maintenance for up to three months after project completion, but we also work with a comprehensive online content management system that is built into your hosting That means you can go to your website, click a few buttons and change text and pictures live on the site without worrying about messing something up! We take pride in knowing that this system is the most powerful turn key solution for your dollar!

# WEBpackages

Our robust content management system can keep you informed of who is visiting your site and for what purpose. You also have the ability to make changes to your site wherever you wish with no special programs and no knowledge of programming.

	basic	marketing	commerce
Hosting	✓	✓	✓
Users	1	1	1
Bandwidth	1 TB/mo	1 TB/mo	1 TB/mo
Storage	1 GB	1 GB	1 GB
CMS	✓	✓	✓
Site analytics	✓	✓	✓
Web forms	✓	✓	✓
Social media sharing	✓	✓	✓
Phone and tablet support	✓	✓	✓
FTP and file manager	✓	✓	✓
Hosted email accounts	10	10	10
Dynamic menu builder	✓	✓	✓
Blog		✓	✓
Photo Galleries		✓	✓
Ad Rotators		✓	✓
Forums		✓	✓
Media Downloads		✓	✓
Customer database		✓	✓
Email marketing		1,000/mo	10,000/mo
Community forums		✓	✓
Built-in modules		✓	✓
E-commerce			✓
Business reporting			✓
Event bookings			✓
Web apps			✓
Social Media Integration			✓

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