

# 10 essential things to consider when planning your new website



**New Media Design**  
BRANDING AND WEB DESIGN

# Ready to embark on the journey of creating your new website?

In the upcoming pages, we'll guide you through the process of channeling your ideas, goals, and vision into a well-crafted design brief.

This strategic step is vital for crafting a website that not only boasts an appealing appearance and high search engine rankings but also delivers a seamless, user-friendly experience to your customers or clients. Most importantly, it's designed to generate more business or pique interest in what you have to offer.



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## Why get a website?



**Before diving into the design process, it's crucial to understand the purpose of your website. Ask yourself: What do you aim to achieve with this digital platform?**

Is it to raise brand awareness, making your mark in the online world? Do you plan to sell products or services, creating a digital storefront for your offerings? Perhaps your primary goal is to provide valuable information, positioning yourself as an authority in your industry.

No matter your objective, it's essential to define what a 'conversion' means for your website. A conversion is that moment when a website visitor transforms into a customer or an enthusiastic champion of your cause. It could be any action, such as:

Downloading a PDF; Making a product purchase; Registering for a workshop or event; Finding the specific information they sought

Before you embark on the design journey, having a crystal-clear understanding of your website's goals is paramount. It ensures that every aspect of your design aligns with your objectives and is optimised to drive conversions effectively.



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## Who is your target audience?



Your target audience is the compass guiding your website's design and content. To create a website that resonates with them, consider the following aspects:

**Demographics:** Who are they? Age, gender, location, and profession are crucial data points.

**Interests:** What else captivates their attention? Knowing their hobbies and interests can help you craft engaging content.

**Device Preference:** Will they primarily access your website via desktop, tablet, or mobile? Ensure your design is responsive to their device.

**Social Media Presence:** Are they active on social media platforms? This can influence your marketing strategy.

Remember, if your potential customers don't connect with your website, you might lose them forever.

**Personality Traits:** Are they professionals, creatives, intellectuals...?

**Lifestyle:** Where do they eat, shop, and spend their leisure time?

**Emotional Impact:** Think of adjectives that describe how you want people to feel when they first visit your website.

The more you know and comprehend your customers, the better you can tailor your website to meet their needs and create an experience that resonates with them.



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## Inspiration

Gaining inspiration from existing websites can be a powerful way to refine your vision for your own site.

Start by asking yourself:

Have you seen other websites that you absolutely love? Why do they resonate with you? Take the time to compile a list of these websites and jot down what specifically appealed to you about each one. It could be:

Navigation Menu: Perhaps you admired the simplicity and effectiveness of their menu; Color Scheme: Maybe the colors used on a particular website caught your eye; Contact Accessibility: Did you appreciate how easy it was to get in touch with them right from the homepage?

Additionally, it's equally important to make note of websites you didn't like or found lacking. They don't have to be in the same industry as yours. These observations will help you understand what elements to avoid and what pitfalls to steer clear of.

Remember, this isn't about copying other websites but rather about drawing inspiration from them to create a unique online presence that aligns with your goals and vision.



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## Competitors

Understanding your competitors and what sets you apart is key to carving out your own space online. Start by addressing these questions:

**USP (Unique Selling Point):** Define your Unique Selling Point. What sets you apart in a way that appeals to your target audience? Highlight this in your website design.

**Identify Your Competitors:** List your competitors in your industry or niche. Who are they, and what is their online presence like?

**Competitor Analysis:** Take a close look at what your competitors are doing online. What strategies are they using? What works well for them?

**Identify Gaps:** Analyse what problems your competitors are not solving or areas they're not addressing. This is where you can step in and shine.

Your website should reflect what makes your business special and how you stand out in a competitive landscape. It's your digital stage to showcase why potential customers should choose you over others.



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## Imagery and Photography

Photography and graphics are the visual soul of your website. They can elevate it to greatness or detract from its impact. Here's what you need to consider:

**Authenticity Matters:** Opt for authentic photos and professionally designed graphics. Authenticity resonates with audiences and builds trust.

**Stock Photography Caution:** Beware of stock photography. While there are gems, there are also overly airbrushed, cheesy shots that scream "fake."

**Professional Photography:** If you need photos of yourself, your team, products, or properties, nothing beats professional photographers. Great photography is an art that can take your website to the next level. Unless you're a professional photographer yourself, it's advisable to invest in quality imagery.

**Engage Professionals:** Don't hesitate to seek out professional photographers who specialise in your specific needs. Your website designer should be able to connect you with photographers who can capture the essence of your brand and deliver stunning visuals.

Remember, your website is a visual representation of your brand, and captivating imagery plays a significant role in leaving a lasting impression on your visitors.



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## What is a website worth to you?



Understanding the value of your website is crucial in making informed decisions about its design and development. Here are some key considerations:

**Revenue Potential:** Think about how much money your website has the potential to generate for your business. Calculate the value of a new customer or client to determine the long-term worth.

**Investment Perspective:** Realise that the cost of website design can vary significantly, ranging from \$1500 to \$50,000 or more. While there's a wide price range, remember the old adage: "You get what you pay for." Consider your website as the first impression you make on clients. Think about how this investment can amplify your business's success.

**Realistic Investment:** Assess what you can realistically invest in your website and weigh it against the potential return on investment (ROI). A well-designed website has the power to enhance your business's success significantly.

In essence, your website isn't just an expense; it's an investment in the future success of your business. Understanding its value helps you make choices that align with your budget and business goals.



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## Copywriting

**Website copy is often underestimated but plays a critical role in the success of your website project. Consider the following:**

**Content Authorship:** Determine who will be responsible for writing the content of your website. Effective copy is essential for conveying your message clearly and engaging your audience.

**Copy Quality:** Understand that the quality of your copy can make or break your website. If you're not confident in your ability to craft concise, compelling content, it's wise to consider hiring a specialist. Investing in a professional copywriter can yield significant returns.

**SEO and Keywords:** Professional copywriters are well-versed in best practices for incorporating search keywords into your content. They can help your website rank higher in search engine results.

**Calls to Action:** Expert copywriters know how to craft persuasive "calls to action" that encourage user engagement. These can significantly boost your response rates.

The words on your website are the voice of your brand. They need to resonate with your audience, convey your message effectively, and drive action. Don't underestimate the importance of investing in high-quality copywriting for your website.



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## Staying in touch

**Building and nurturing ongoing relationships with your website users is a vital aspect of your online presence. Consider these strategies:**

**Newsletter Sign-Up:** Implement a newsletter sign-up feature to allow users to stay updated with your latest news, products, or events. Newsletters are an effective way to engage your audience and provide valuable content.

**Blogging:** Consider setting up a blog on your website. Regularly publishing informative and relevant articles can establish you as an industry authority and keep your audience coming back for more.

**Social Media Integration:** Integrate social media platforms such as Facebook, Twitter, Google+, and others into your website. Social media is a powerful tool for staying in touch, sharing updates, answering questions, and fostering a sense of community around your brand.

**Email Marketing:** Utilise email marketing campaigns to keep your customers informed and engaged. Send personalized messages, special offers, and valuable content to nurture relationships.

Staying connected with your audience not only encourages customer loyalty but also opens doors to new business opportunities. Leveraging these communication channels can help you build a dedicated and engaged customer base.



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## Domain name and hosting



### Choosing a Domain Name:

Have you selected a domain name (web address) for your website? For example, [www.yourbusiness.co](http://www.yourbusiness.co).

**Availability Check:** Ensure that the chosen domain name is available. With various new domain extensions available, you can find one that aligns with your industry or field.

### Website Hosting:

**Selecting a Hosting Provider:** Decide on a web hosting company that will host your website. Hosting companies provide server space to store your website files and offer internet connectivity for users to access your site.

**Consult with Your Designer:** Collaborate with your website designer to explore hosting options and address any special requirements your website might have.

Choosing the right domain name and hosting provider is a foundational step in the web development process. It ensures that your website is accessible to users and presents your business professionally online.



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## How will you measure success?

Once your new website is live and visually appealing, the next step is to ensure it attracts visitors effectively. Here's how you can measure success:

**Search Engine Marketing and Optimisation:** Your website designer should assist you, or connect you with experts, to implement search engine marketing and optimisation strategies. This ensures that your target audience can find your website when they search online.

**Tracking Visitors:** With your website up and running, it's essential to track visitor metrics. You can track things like: Visitor Count; Location; User Behavior; Device Usage

**Statistics, Reports, and Optimisation:** Engage with your website designer to access statistics, reports, and optimisation strategies. This valuable information guides ongoing improvements to your website, making it even more effective at achieving your goals.

Measuring and analysing the performance of your website is an essential part of your online strategy. It helps you refine your web presence and ensures that your site continues to meet the needs of your audience effectively.



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- Over 20 years in the design and web industry
- Personal, passionate service - we're genuine listeners
- Highly skilled intuitive designers
- Big agency quality without the agency price-tag
- Our goal is always to have fun and have happy customers who are generating more business

Contact us for a no-obligation chat

 [creative@newmediadesign.nz](mailto:creative@newmediadesign.nz)

 +64 21 880 045

 [www.newmediadesign.nz](http://www.newmediadesign.nz)



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