

WEBSITE PLANNING CHECKLIST & STRATEGY GUIDE

Trading Voucher Eligibility

Here's a quick eligibility test.
Is your business:

- Based in Ireland and applying to the correct [Local Enterprise Office](#)?
- A regular, for-profit, private business?
- Have less than 10 employees?
- Have turnover less than €2 Million per year?
- Has the business been trading for at least 12 months?
- Can your planned work be completed in 4 months?
- You have spent no money on the project already?

If you answer yes to all of these, your business should be eligible for the voucher. If you are unsure, or borderline, contact the TOVS person at your Local Enterprise Office to

HOW MUCH SHOULD I SPEND?

I recommend that you spend a minimum of €1500+VAT (which gets you a matched amount of €750). The more you spend, the more grant money you're getting, so it's better to spend as much as you can afford in order to get a better end product.

- ➔ A typical self-hosted, custom built non-ecommerce website will cost between €1,000 - 5,000
- ➔ A typical self-hosted, custom built ecommerce website will cost between €3,000 - 10,000
- ➔ A typical hosted website will cost between €30 - 150 per month

"HOW LONG WILL IT TAKE?"

A typical small business website should take around 1-3 months in calendar time, depending on the functionality needed. In working time, a ball-park figure of 20-100 person-hours. A custom-built solution will need more time.

TYPES OF WEBSITE

This depends on your type of business, your own skills, what type of website you have already, and whether you sell products or services, and whether you cater mostly to consumers (B2C) or to other businesses (B2B).

	Service	Product
B2C	Lead generation/ Booking	Direct sales (ecommerce)
B2B	Lead generation/ Booking	Direct sales or Lead generation

"Which Website Technology ('CMS') Should I Use?"

Technology choices can be confusing as there are a lot of different systems, and even different types of offering.

This flow chart can be used as a starting point for a conversation with your website providers.

Which Website Technology ("CMS") Should I Use?

Is it your first website?

Yes

If you aren't experienced with websites, consider starting with a less expensive hosted website from a service like Shopify (if you want an online store), or SquareSpace or Wix (if you don't).

After a few months you'll have learned a lot about running a website and be in a better position to invest in a bespoke website.

No

WordPress will be an option, there will be many other solutions available too so do your due diligence.

What is the site purpose?

Sell Services Directly
(e.g. take a booking)

Generate Leads (i.e. have prospective customers contact you)

WordPress is a strong contender for Lead Generation sites.

Sell Products Directly (i.e. ecommerce)

Have a look at WordPress + WooCommerce. It's particularly good for sites with low number of products (e.g. 1-50).

Do you have more than 1000 products, or need EPOS integration?

No

Not Sure

Yes

Magento is a robust, well featured ecommerce solution with a large ecosystem of support services.

CHOOSING A WEB DESIGN COMPANY

Choosing the right web design provider is important. A good web design company will want to understand your business even better than your accountant does. They should be asking questions about your customers - who they are, what needs they have that your business solves.

To find providers, a good place to get started is by simply doing a web search for "<your county> web design" and looking at the first 2 pages of results. Also look at local business websites that you like and check the bottom of the homepage for a credit. If there's no credit link, contact the business to ask about who they got to do it, and what their experience was like.

QUESTIONS TO ASK WEB DESIGN COMPANIES

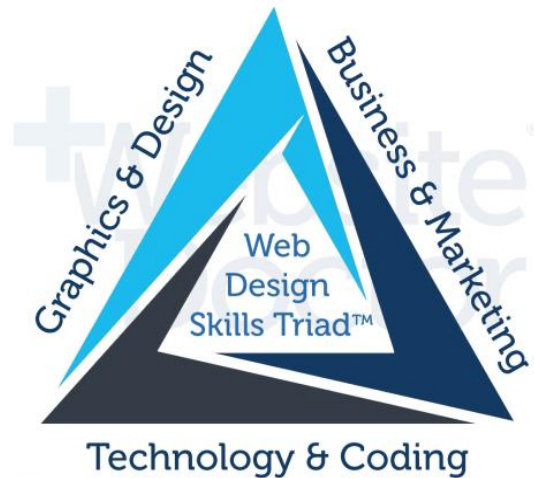
- Can you provide references?
- How long have you been in business?
- What's your background and specialty?
- How long have you been working with the technology you'd use on our site?
- Do you handle all work in-house or outsource some of it?
- Is the website system/technology custom-built or off the shelf?
- Can you talk me through your design process?
- Will the website be mobile and tablet friendly?
- How do you structure your pricing?
- What future and ongoing costs will there be?
- What is your estimated timeline to build this site?

WEB DESIGN SKILLS TRIAD™

Web "design" actually requires a bunch of different skills.

Sometimes you'll find a single person with all of these skills, but they're rare (and very expensive!)

Ask your web provider what their background and strengths are, and find out if they work with others to supplement in the areas they're not so strong in.



TYPES OF WEB DESIGN COMPANIES

	Typical Employees	Description	Cost
Solo	1	A sole trader or freelancer, often uses 3 rd parties for	€ Least Expensive
Partnerships	2	Most often a partnership between a visual focused designer and a techie	€€ Average
Agencies/ Studios	5+	Most Professional and charge correspondingly. Often outsource design work to freelancers	€€€ Most Expensive



LET ME HELP YOU CREATE A ROADMAP FOR YOUR WEBSITE PROJECT

The Roadmap is a working document that helps plan website features and specification for the initial build of the site, as well as outlining a course of action for after the site is launched.

During your 1-on-1 Roadmapping Session we'll create a Website Roadmap document to help guide your short, medium and long-term strategy, keeping your website aligned with your overall business goals. We'll dig deep into where the opportunities are in your business right now.

WHAT YOU GET

Your strategy call includes:

- ✓ 60 minute call with me (I will have reviewed your existing website and questionnaire answers ahead of time)
- ✓ A recording of your call
- ✓ Your Website Roadmap document
- ✓ Free access to my Website "Conversion Killers" workbook

Full credit towards future consulting or implementation services

100% MONEY BACK GUARANTEE

If you're not 100% satisfied with your call and the advice you get, we offer a full money back guarantee.

Normally: €300 - Special Offer for You: €199

BOOK YOUR STRATEGY SESSION TODAY →