Nice to see you again!

In the last article, we discussed non-negotiable needs, your target market, the current and future use(s) of your site and who will have access to your site once it's launched.

These first questions address what we really need to know about overall functionality and now that we have those answers, we can dig down a bit further and ask some questions about your personal availability and what your customers want.

> "If you know that you have the time and resources (patience being one), then you will be off to a good start."

Do I have time to work on this project and what is my budget?

I'm going to put these two questions together and they are intertwined with each-other. Time and money are always a big factor, if not number one, for my clients and usually, they are spending the money because they don't have the time or they need additional functionality that they just can't get from a DIY situation.

If you can't give this project the amount of time it needs, it will become an incredibly frustrating venture which is the opposite of what you were aiming for and in the long run, will end up costing you more money.

Being honest with yourself before you start is incredibly important as well. If you know that you have the time and resources (patience being one), then you will be off to a good start.

But if you need this site launch like, yesterday, you may want to find an alternative solution.

However, if you know that you don't have the time but you also don't have a ton of money to spend on this, there are resources out there to help. Websites like upwork and fiverr are pools of freelancers that can get all of or even just somethe job done relatively inexpensively.

Sometimes people will do as much as they can and then pass the torch to a freelance designer and that is totally fine! That being said, if you are going to use some freelancers for help, try to stay with the same one for continuity. I just recently did a redesign that was a patchwork of freelance work and in the end, needed us to redesign the entire site anyway.

What content needs to be displayed and what do I just want to have?

There is a very big difference between wants and needs. In the land of the internet, content is king. Having great content that you NEED to deliver to your customers is what we are striving for. Having passion about your work is amazing and being able to deliver that passion into your content is definitely what we want but sharing more than you need to will drive customers away. Your site should be to the point but not so concise that it's boring. Keep it relevant.

Have I talked to my customers about my website plans?

Talk to your customers! Tell them that you are building your website and would love their input, people love to be heard. Sometimes building the perfect website that caters to your demographic is as easy as asking that demographic what a perfect website looks like to them. It's not cheating, I promise. You can ask them if they would like certain tools you've been looking at, colour pal- lettes or anyhting else helpful to the design of your site.

How do I plan on promoting or advertising this site?

Before you start, it's also a good idea to think about the marketing side to things. If you are Lexi's Barbershop from our previous example, Facebook, twitter, instagram and even tiktok are good resources to promote on. You know your clientele and if you're not sure, asked them lots of questions. Make sure you ask them where they see the most ads and where they found out about your business. Cater to your market.

To sum up functionality:

The functions of a good website does the job and facilitates the business you need to get done but a great one can be an excellent sales tool and resource to give time back to you so you can focus on the next steps for your company. Getting down to your root needs for your site will give you a better picture of what you're looking for. The abundance of choice for CMS's, web site builders, freelancers and even designers like me are vast and certainly enough to make your head spin. Go into this endeavour knowing your needs and don't compromise on them. Find the solution that will fit your business and not how to squish your business into one of these molds.

Up Next...

You asked yourself these questions, I explained a bit into each one and now you're wondering where to go from there. In the next article, I am going to talk about next steps and the introduction of form - bringing your content to life.

Until next time,
Christine Kollo