



9

Simple Steps to your Perfect Business Website

bluellama.co.uk



“Your website is the centre of your digital eco-system. Like your office or shop, when someone walks through the door they quickly build a perception of the company they are dealing with.”



Phil de Gruchy, founder of Blue Llama

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Make the right choices

Considerable effort goes into creating an effective website that meets your business goals. It has to be done right. For most companies their website is their shopfront; the first impression people have of their business. But people can be fickle. If the design and wording don't resonate with your target market - or it fails to offer the experience they're expecting - you'll lose business.

Launching a new website can be overwhelming, especially with so many other things vying for your attention as a business owner. That's where this guide comes in. We've broken down the process of creating a website into nine simple steps, to help you make the right choices.

And remember, you needn't do this alone. A digital agency like [Blue Llama](#) can help you define your goals, plan your content, refine your messaging, as well as test and optimise your website once it is launched. A good agency ensures things go smoothly and efficiently, every step of the way. The result? A great looking website that meets your needs and addresses your challenges.

STEP 1

What are your goals for the website?

Picture the scene. It's six months after your new website launched and you're reviewing its performance. How do you measure if your site has been successful?

It's important to sit down and ask yourself what success looks like to you - before you begin to build a new website.

1. What are your aims for the website?

Examples could be:

- a) Increase general brand awareness
- b) Better showcase your products or services
- c) Gain visibility in a new market sector or geographic location
- d) Overcome an incorrect perception of your company

2. What are your objectives? Don't forget to make them SMART. For example:

- a) Increase number of leads by 10 per month within three months of launch
- b) Increase total online sales by 15% in Q4 compared to previous quarter

- c) Increase the average sale amount by 20% within one month of go live
- d) Increase newsletter signups by 25% after launch

Take the time to decide on your goals and KPIs - this step is really important. Align them with the aims of your business. You don't want to spend time and money building a stunning website to find customers aren't taking the desired actions!

Jargon buster!

Set yourself **SMART objectives**.

These are:

Specific
Measurable
Achievable
Realistic
Timely

WORKED EXAMPLE:



Define what you want

Hedley owns Le Maistre Flowers, a local florist. He has his own brick and mortar shop, as well as an antiquated website. Most of his orders are taken in person or over the phone with a handful by email.

He wants to grow his business and increase sales without taking on new staff. Hedley's website hasn't been updated in six years - and it shows. He believes it's an underutilised asset. Hedley sits down to complete his goals.

AIM

Enable online orders of his top-selling bouquets and showcase his highly profitable tailored wedding services.

GOAL 1

Achieve £60,000 of online orders in the first six months of the website's life.

GOAL 2

Achieve two enquiries per month for his event services that he can attribute back to the website.

STEP 2

Who are your audiences?

It's easy to get carried away and create the type of website that you, as the business owner, wants to see. However, you need to be objective, it's more important for the website to resonate with your customers than with you.

This means having a clear understanding of your target audience. Who are they? Even if you already know the answer to some degree, write it down. It'll provide clarity and help you position the website so it appeals to these individuals.

NOTE:

You might have one or more audiences depending on the number and type of products and services you offer. You need to know as much as possible about each of them.

Customer personas

The easiest way to bring your audiences to life is to create customer personas. To do this, picture

in your mind the characteristics of your ideal customers:

- What's their age, gender, income and geographic location?
- Where do they hang out? What's important to them in life? What do they want to achieve?
- What's the problem they want to overcome that led them to your product or service?
- Lastly, what's important to them about your product or service? Is it cost or time savings? Do they desire status? Or is it the level of service you offer?

Armed with this information, create a profile of an imaginary person fitting these criteria. You can even search Google for a photo of what they might look like. If you have multiple personas give them each a name and refer to them when making key decisions. Ask yourself would Oliver Bisson use this feature, or would this font appeal to Catherine Channing?

"We don't design websites for our clients. We design them for our clients' customers."



Phil de Gruchy, founder of Blue Llama

WORKED EXAMPLE:



Le Maistre
FLOWERS

Know your customer

Hedley builds up a profile of one of his customer personas.

BACKGROUND

Hannah Simpson is 32, lives in Jersey and is recently engaged. She's degree educated, career driven, organised and efficient. She believes heavily in sustainability and likes to shop local whenever possible.

HANNAH'S GOALS

- Have a beautiful and unique wedding
- Reduce impact on the environment
- Shop locally and reduce waste

CHALLENGES

- Hold an environmentally friendly wedding
- Quickly and easily buy flowers as gifts locally

HOW WE HELP

- Recyclable and sustainable packaging
- Simple online ordering process
- Locally-grown flowers

Jargon buster!

CUSTOMER PERSONA

A fictional character created to represent the type of person likely to use a brand, product or service.

STEP 3

Who are your competitors?



Everyone has competitors. Know who yours are so you can differentiate your business and stand out, particularly online. Here's what you need to do:

- Create a spreadsheet of your closest competitors and review their websites.
- Make a note of who they are, what they do, their products and services, their core messaging and what you like and don't like about their websites.
- Once you have your spreadsheet, analyse it. How do your unique selling points (USPs) stack up against the competition? It may be obvious how you can alter your messaging to give your business an edge, while learning from your competitors' successes and failings.

WORKED EXAMPLE:



Le Maistre
FLOWERS

Analyse your competition

Hedley jumps on the web and looks over his competitors' websites with fresh eyes as if he were a customer. He jots down his thoughts.

Competitor	Flowers 4 You	Poppy's Petals	Flower Patch
Website	flowers4you.co.uk	poppypetals.je	flowerpatch.com
Slogan	Online flowers, made simple	Your local florist	Premium flowers for the special people in your life
Services	<ul style="list-style-type: none">• Pre-made bouquets• Weddings and events	<ul style="list-style-type: none">• Pre-made bouquets• Weddings and events• Buy succulents and pots	<ul style="list-style-type: none">• Design your own bouquet• Weddings and events
Price point	£20 - £75	£10 - £55	£50 - £200+
Online ordering functionality	Yes	Yes	No
What I like	<ul style="list-style-type: none">• Easy to navigate• Simple ordering process• Upsell teddy bears and champagne	<ul style="list-style-type: none">• Customer reviews• Shows most popular products• Good photos of bouquets	<ul style="list-style-type: none">• Simple layout• Pastel colours• Instagram feed displayed on homepage
What I don't like	<ul style="list-style-type: none">• Impersonal• Use of plastics	<ul style="list-style-type: none">• Too many options• Ordering process is confusing	<ul style="list-style-type: none">• Comes across as "snobby"• Can only order on the phone

STEP 4

What are your key messages?

Messaging communicates your brand to potential customers. If you have an existing business, likely you've already defined some messaging. But note: it's still worth reviewing to make sure they're strong and relevant for your audience(s).

By now, you should know:

- What your goals are for your website
- Who your audiences are and their unique problems that your products and services solve

- How you want your business to stand out from your competition

Armed with this information, write several succinct sentences that play to your strengths and resonate with your audience. Start by defining your key message. This isn't your slogan. It's the one thing you want all your potential and existing customers to remember about you and what makes your business stand out.

Now you have your key message, try attempting secondary messages. These might appeal to one audience more than another.

"People skim-read websites so keep messaging short and punchy. Let your visitors know immediately what you are offering and what differentiates you from the competition."



Maja Oresan, UX Designer at Blue Llama

WORKED EXAMPLE:



Le Maistre

F L O W E R S

Craft your messages

Hedley thinks about his key message. He decides that the one thing he wants customers to remember and what makes him different is:

- He uses locally grown flowers and sustainable packaging

Other messages that he wants to communicate to his customers are:

- He's renowned for his wedding creations, tailoring them to any wedding theme
- He provides same-day delivery for orders placed before 1pm
- Environmental impact is core to all business decisions

When creating the website content, keep your key messages on hand so you're always writing with them in mind.

STEP 5

What functionality do you need?

Now you know your goals, market position, target audiences and key messages, it's time to think about what you need your website to do. Refer back to your goals - what functionality is necessary to achieve them? What's important to your audiences and how can your website more closely meet their needs?

Are you trying to sell products online? In which case, you'll need an e-commerce platform and the ability to take card payments. Would upselling and cross-selling products help you achieve your sales targets? Would your audience(s) appreciate a 48-hour delivery service or gift wrapping? Do you need to deliver internationally?

More than just marketing

While your website is an important marketing tool, it can also help streamline your business processes. For example, a dental practice might require a disclaimer to be signed before certain appointments. Instead of a paper form, the patient could sign electronically when they book online. This would make it easier for staff as well as enhance the customer experience.

To blog or not to blog

A blog or news section is a popular feature on many websites. Articles can add great value for your audience - plus you can put out regular new content to drive traffic and boost your Google rankings.

However, ask yourself this question. Do you have the time and resources to keep your blog well maintained? You should aim to post a new article at least once a month. A blog that's rarely updated makes the site seem neglected, which could leave a negative impression on your audience.

If you decide you want a blog but are unsure if you have the time, think about hiring a freelance copywriter. They will help you create the valuable content you need.

One step at a time

Have you ended up with lots of functionality on your wish list? It could work out costly and delay the website launch. Sometimes it's useful to take a phased approach. Start with the must-have functionality, then add new features to your site over time.

Typical functionality to consider:

- Online ordering
- Taking card payments
- Team member profiles
- Document library, FAQs or knowledge base
- Online forms to collect enquiries in a structured way
- Email newsletter sign up form
- Lead magnets (requesting an email address in exchange for useful information)
- Blog or newsroom
- Web chat widget
- Appointment bookings
- Integrations with systems such as a CRM or accounting software

“Your website can help automate or streamline business processes, such as providing self-service functionality. Done right, it can improve efficiency, reduce costs and empower your customers - a win-win for everyone!”



Alex Listunov, Project Manager at Blue Llama



WORKED EXAMPLE:



Le Maistre
FLOWERS

The right functionality

Hedley wants to sell his products online to encourage more orders, as well as generate further enquiries for his wedding and events services.

To achieve this, he decides to include online ordering with bouquets categorised by occasion.

Hedley opts to use PayPal for taking payment as it's easy to set up. He plans to allow card payments directly within six months. Hedley wants customers to be able to leave a message on a card and choose from upsells such as teddy bears and champagne.

For his wedding bookings, he needs a detailed enquiry form which collects enough information for Hedley to provide a quote. It should also sync with his Google Calendar to show the dates he's available to avoid enquiries he can't fulfil.

STEP 6

What pages do you need?

We're finally getting close to the design phase! But first, you need to decide what pages your website needs before looking at how to fill these with content.

Begin by making a list. At its simplest, this normally includes an 'About Us' page, 'Service' or 'Product' pages, and a 'Contact' page.

It's good to review your existing website to see which pages are still relevant. If you have Google Analytics set up, use it to assess the popularity of a page. Again, think about your aims, audiences, competitive position and messaging to help you make the right decisions.

Visualise your sitemap

Now you have a list of pages, it's time to create a sitemap. This is a bit like taking the different meals a restaurant can cook and grouping them under categories on a menu. You want to put your pages in order of how they'll appear in the navigation of your website. This will give you an indication of how easy it will be for users to find what they're looking for. You can use tools such as [GlooMaps](#) or even just a spreadsheet, to visualise your sitemap.

"It is best to envisage your homepage as the executive summary of your website. It should be made up of sections with key messages and brief highlights that then link out to more detailed pages."



Phil de Gruchy, founder of Blue Llama

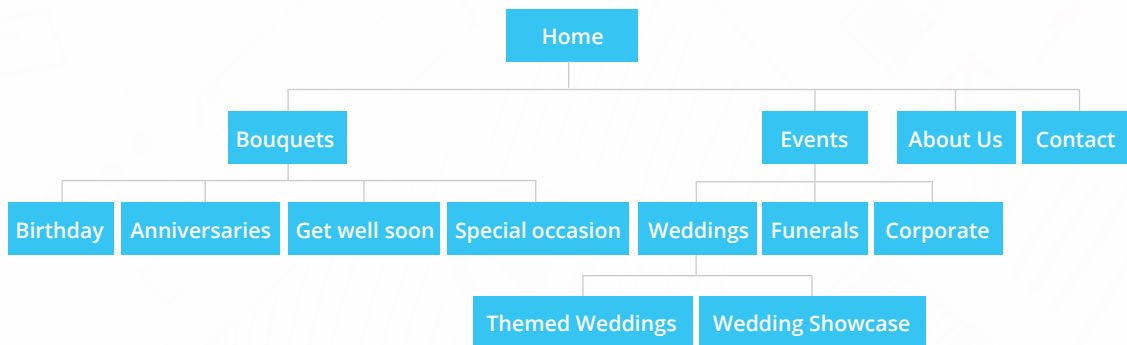
WORKED EXAMPLE:



Le Maistre
FLOWERS

Create a structure

Hedley wants to encourage further online orders and wedding enquiries. He splits his products into categories and gives each product its own page where visitors can place orders. He lists all the pages he wants to include and visualises them in a sitemap:



Jargon buster!

SITMAP

A sitemap is a hierarchical list of the pages on a website.

STEP 7

What content will you need to create?

With your sitemap created, you can move on to creating a content plan. Content refers to the text, imagery, video and other forms of media that will appear on your website. Ask yourself the following questions for each page in your sitemap:

- What's the main aim of this page?
- What key messages need to be communicated?
- What rough word count should we stick to?
- What type of images (including photography) can we use?
- Would other media (such as video or infographics) communicate the message better?
- Who'll craft the wording for each page?

Note:

You need not create all your content from scratch. Consider repurposing content from your existing website, brochures or reports. What other useful documents do you have?

Types of content

Written copy

Keep written copy short and to the point. It's easy to get carried away and write too much, but

many users only skim read. For this reason, it's good practice to break up the page with images, headings, bullet points, quotes and standout soundbites to make it more interesting and visually appealing. Google Docs is a great way to provide content to the person or team creating your website as it allows real time commenting and editing.

And remember: you might know your business inside out, but you don't have to write all the copy yourself. Instead, think about hiring a professional copywriter. This will save you an enormous amount of time, guarantee there is a consistent tone of voice throughout the site and ensure a polished end result. Simply send them your notes (see bullet points to the left) and talk them through your business and what you want to achieve from the website.

Imagery

This can include photography (e.g. from a stock library or commissioned by you), as well as icons and abstract elements created by a graphic designer.

Perhaps you want to avoid stock imagery, need photos of your products, or want some snazzy team shots? Rather than whipping out your dusty digital camera, consider hiring a professional photographer. It's often not as

expensive as you think, and you'll end up with higher quality images that lift your website and can also be repurposed for social media posts and brochures.

Video

People prefer to watch a video rather than read a page of text, so it's well worth considering this medium. Whether it's an intro to your

product, a pitch to explain your services, or just a 'day in the life' of your business, a video can communicate information more succinctly as well as give a personal touch to your website.

Come up with an idea of what you want and hire a videographer to do the rest. They'll help to add that extra va-va-voom to your site.

WORKED EXAMPLE:



'About Us' page

Hedley has been busy writing the first draft of his 'About Us' page.

He wants to show the long and proud history of his shop, while conveying that they're local. It will include photos from the past, with the content kept short and snappy. To keep it interesting, he has broken the page into a history timeline.



About Us

We are Le Maistre Flowers. Established in 1946, Le Maistre Flowers has been passed down through three generations. It has maintained the creativity, passion and customer service that the founders instilled in the business while introducing the principle of sustainability.



1946

After the war, Edgar and Doreen Le Maistre set up a local market stall, selling flowers on Saturdays.

1966

The business expands, and Edgar and Doreen welcome their first staff member, Susan!

1984

The business continues to grow. Robert and Michael open a second shop in the St Helier market.

2013

Michael retires and Hedley takes over, instilling his strong principles on environmental friendliness.



1978

Edgar and Doreen retire. Their sons, Robert and Michael, take over the business.

2002

Robert retires, leaving Michael to take the helm alongside his son, Hedley.

Today

We have a rich and proud history as one of the oldest running shops in Jersey, having served thousands of customers throughout the years. With our continued focus on quality, we deliver beautiful locally-grown flowers for all occasions.

STEP 8

How do you want your website to look?

While your website is being created for your customers, there's no harm in expressing what you do and don't like when it comes to design. The new site has to reflect your business. If you're not happy with how it looks, it might not be a good representation of your brand.

Begin by researching other websites. Start with those in your industry that are in different geographic locations. Jot down the addresses of the sites you find visually appealing. What impresses you? Set up a [Pinterest](#) board to pin styles and ideas you like, then share it with your agency or designer.

Brand consistency

If your business has been around for a while, you probably already have a logo suite. But what about a brand summary or guidelines? These detail the typography (fonts), brand colours and image style that your company uses across its marketing. If you have these documents, fantastic! Give them to your web designer. They'll help to keep the site consistent with your other marketing materials.

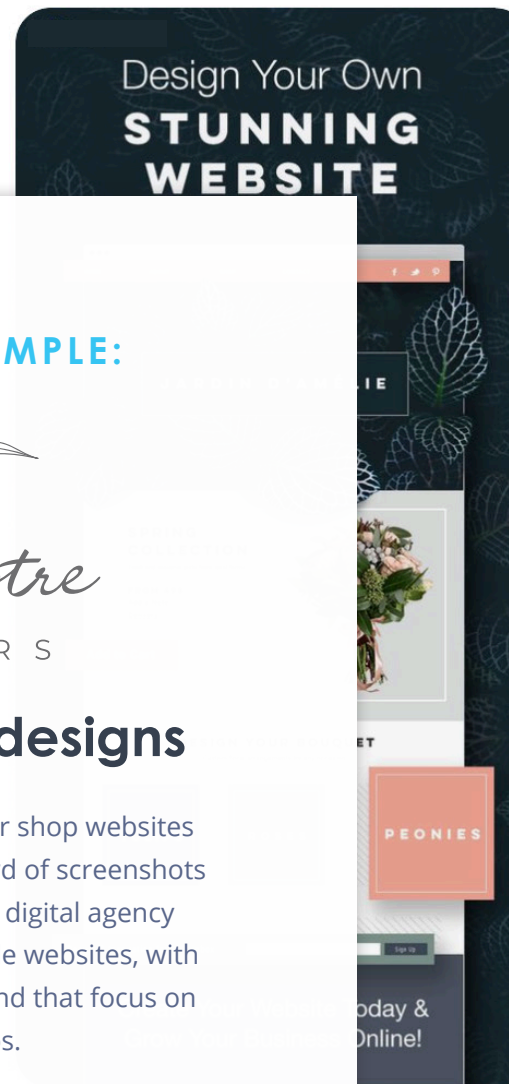
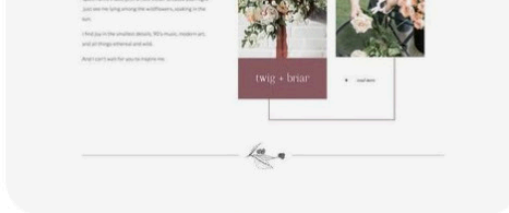
Converting visitors into customers

An important element of any good website design is user experience (UX). This is the art of building a website with the customer in mind, so it's both easy-to-use and yields the best results for you. It's closely related to conversion rate optimisation (CRO) which involves building customer journeys that ultimately lead to more sales. Think of it like a supermarket layout. The aisles and shelves are organised in a certain way to make your shopping experience as enjoyable as possible while also maximising your spend.

The agency designing your website is responsible for this piece of work, but it's useful to let them know what outcomes you'd like to see for each of your audiences. Do you want Oliver Bisson to pick up the phone, Catherine Channing to submit a quote enquiry or Erin Smythe to purchase a certain high-profit upsell product?

The design process

A good digital agency will work with you through the design process, sending you a visual of the homepage and perhaps one or two internal pages to review. After you've provided feedback, they'll create the working website from these designs.



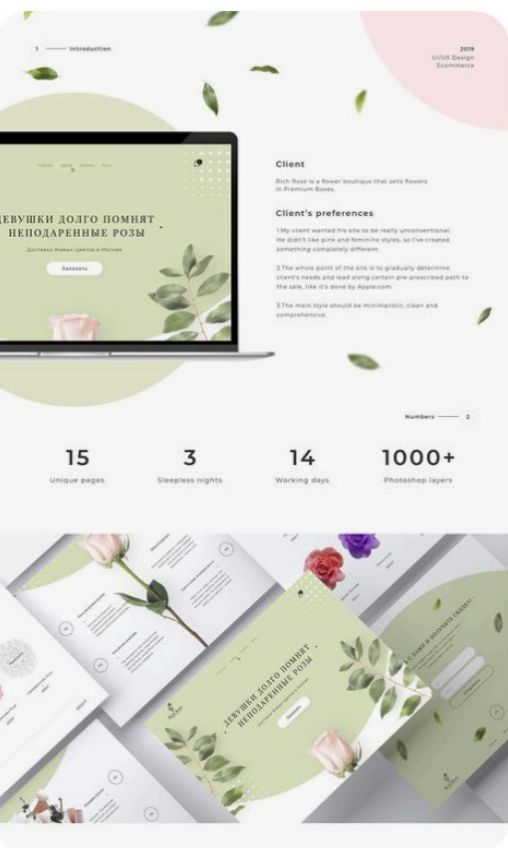
WORKED EXAMPLE:



Le Maître
FLOWERS

Researching designs

Hedley researched UK flower shop websites then created a Pinterest board of screenshots from the ones he likes. His digital agency can see Hedley prefers simple websites, with minimal text, lots of space and that focus on product photos.



Simplicity is everything when it comes to great UX. As Albert Einstein famously said, "Any darn fool can make something complex; it takes a genius to make something simple."



Maja Oresan, UX Designer at Blue Llama

delicate indoors

Indoor plants are flowers, bring greenery to life, but with the bonus of being organic. Show them love, they'll give you all, creating a vibrant atmosphere in your apartment or office. Make sure you're taking care of them, as it can be a very important part of keeping them lush and green, preserving the serenity of nature in urban spaces.

Join The Colorful Branch!

STEP 9

Who do you get to create your site?

By now, you should understand your website goals, what functionality and content you need and some ideas on how you want the site to look. The next step is to figure out how it will be implemented - who will design and build your website?

There are different options, depending on your budget, how tech-savvy you are and how much time you have available.

DIY site builder

You don't have to be a designer or developer to build a website. There are plenty of tools available, such as [Wix](#) and [Squarespace](#), that make the site creation process straightforward. This is a great option if you have a small budget, an eye for design and plenty of time. The result won't be the same as a professional site but it's cheap and gets you a presence on the web.

Solo web designer

While there are charlatans out there, plenty of good web designers work for themselves. These guys don't have the overheads of an agency and so can offer their services for less. Some are more creative, while others are more techie.

These skills occupy different sides of the brain so it's rare to find someone who's good at both. Is how your website looks more important than the functionality it offers?

Also, bear in mind the limitations of working with just one person as they'll have other clients to service. They're also entitled to have a holiday and not pick up the phone or respond to emails when away. A lot of good self-employed web designers get picked up by agencies, so you might find they can no longer service you in the future.

Traditional advertising agency

A lot of marketing and PR agencies offer websites as a service to their clients. Depending on the agency, many aren't skilled in digital technology. They will either assign the work to a website novice within their team, or outsource the work to a digital agency and take a commission.

Common problems with websites created by non-specialists include poor SEO, leading to lower traffic numbers, and problems with responsive design where the site might look good on desktop but be clumsy on tablets and mobile phones.

Digital agency

These types of agencies specialise in creating websites. If you're serious about your site, have a decent budget available, and are prepared to invest some time explaining the workings of your business then this is the way to go.

A good digital agency (like us at [Blue Llama](#)) will take a 360-degree approach. They'll sit down with you to plan your website so it meets your business needs both now and in the future. They'll cover everything from maximising your exposure on Google to making sure the website displays as well on an Android phone using Chrome, as it does on a Mac using Safari.



"We work with companies that are serious about their online presence and prepared to invest a little time and money to stand out from their competition."



Phil de Gruchy, founder of Blue Llama

Things to prepare

Your agency is likely to ask for several items so gather these together before you meet with them. The more prepared you are, the quicker the process of creating your new website will be!

Domain

Your developer will need access to your domain registrar or the IT support company that manages this for you.

Logo

Your designer will need your logo, ideally in vector (.eps) format. This allows them to resize the image with no effect on the quality.

Hosting

If you already have an existing web hosting account, make sure you have the details at hand.

Brand Guidelines

These documents are invaluable. If you have brand guidelines, pass them on to your designer before they start work on your project. You want the site to be consistent with all your other marketing materials.

Existing CMS login

If you have a current website, your developers may need access to this for content migration.

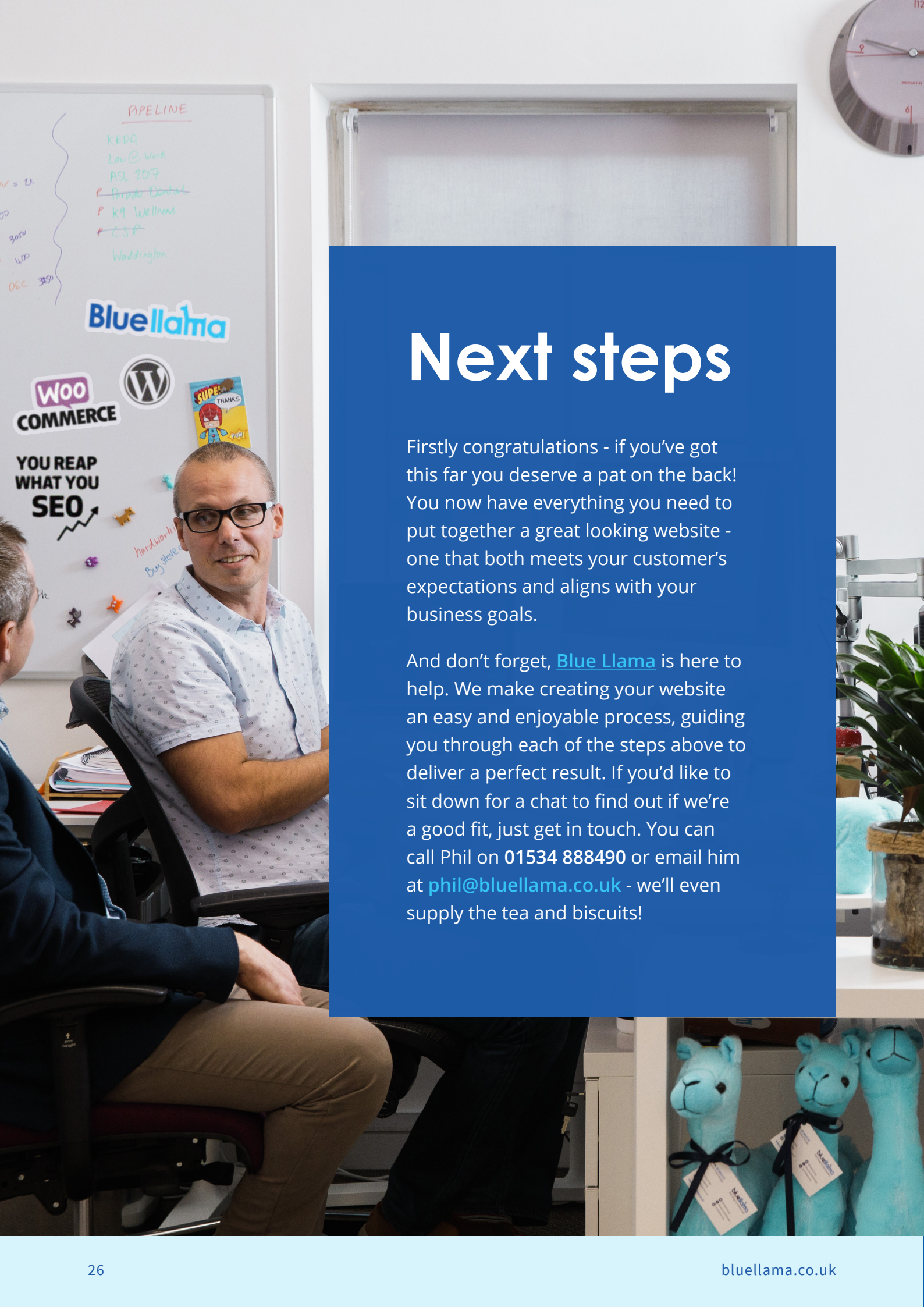
Google Analytics and Google Tag Manager

Invite your agency to your Google Analytics and Google Tag Manager accounts (if these have already been set up). This allows them to see what content has proven popular and also add the tracking code and other tags to the new site.

Brochures

On top of brand guidelines, brochures can also help to steer design as well as provide potential sources of written content.

And that's it - these items should get the meeting with your digital agency off to a flying start!



PIPELINE

- KEDA
- Low @ Work
- ASL 2017
- Parade Central
- K9 Wellnes
- CSP
- Waddington

BlueLlama

Woo
COMMERCE



YOU REAP
WHAT YOU
SOW

hardwork
Buy stock

Next steps

Firstly congratulations - if you've got this far you deserve a pat on the back! You now have everything you need to put together a great looking website - one that both meets your customer's expectations and aligns with your business goals.

And don't forget, [Blue Llama](#) is here to help. We make creating your website an easy and enjoyable process, guiding you through each of the steps above to deliver a perfect result. If you'd like to sit down for a chat to find out if we're a good fit, just get in touch. You can call Phil on 01534 888490 or email him at phil@blue llama.co.uk - we'll even supply the tea and biscuits!

About BlueLlama

[Blue Llama](#) is a Jersey-run digital agency. Since 2012 we've created more than 200 websites for businesses of all shapes and sizes. Proud to have built lasting relationships with household names like JT and Avis, we also love working with small businesses and solo entrepreneurs who understand the value of an effective web presence.

But if technology seems daunting, fear not. We aim to tame it for you, making the process of developing your new website painless and enjoyable. We're easy to get along with, speak

plain English and look at things from the perspective of your business and its customers. We also deliver on promises and charge fixed transparent fees that are agreed upfront.

Our websites don't just look great, they function perfectly too. We want your existing and prospective customers to have a satisfying experience and view your business in its best light. Nothing excites us more than helping our clients to harness the power of the internet and achieve real returns on their investment. It's why we do what we do.

Lloyd Foley,
HEAD OF DIGITAL, JT



"Working with Blue Llama to develop and manage our website has been a comforting guarantee of quality and support. They treated our website with care and an eye for detail as if it were their own."



Jennifer Carnegie,
CO-FOUNDER, AMICUS

"Blue Llama made the development of our website very simple and straightforward from the outset and we are thrilled with the results. Phil is easy to work with, knows what he is doing and delivers the goods."



Dan Cattermole,
CO-FOUNDER, YOZOBI

"We were exceptionally pleased with the professionalism and care Blue Llama took with the project. From the initial consultation right through to the site going live, the project management and development was first class."



Blue llama

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