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## What You Need to Know Before Building a Website

Posted: 25th March 2011 by **Melissa Altamirano** in [Pi Digital](#)

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You've decided that you want a website, or you want to change your existing one that is outdated and not very effective. With that said, you need to lay out your plan so that you can express what you want, how you want it to work, and why. That way, your designer knowing what your vision is down to detail brings you closer to getting what you want. Here are some things you should lay out clearly and have written down:

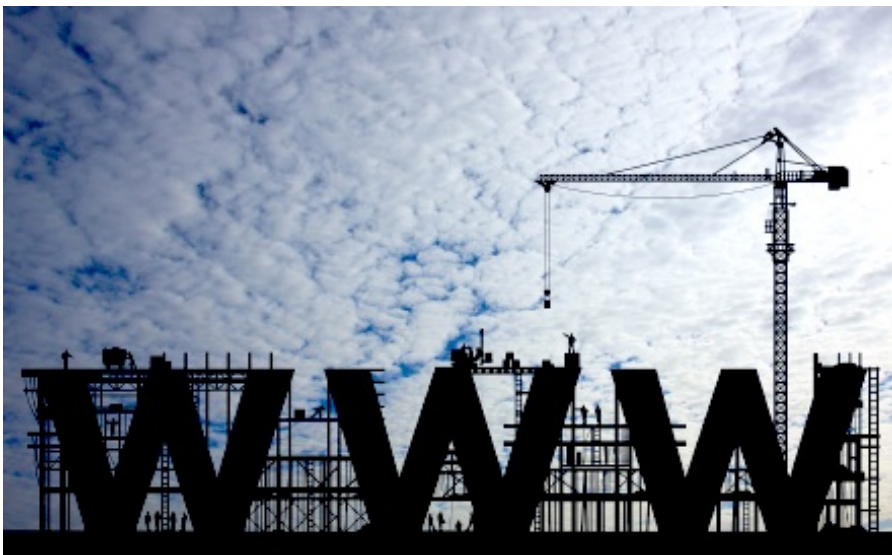
For your designer: The more detailed and prepared you are, the more your designer can see your vision with you.

**Goals:** You don't need to know the technicalities here. Just lay out what you want your website to do for you. Increase sales? Promote brand awareness? What is the goal you expect to achieve by investing in a new site?

**Market:** Who is your target? Who do you expect to visit your site, and who do you want to visit it more often?

**Functionality:** How you want your website to work. Describe how a client would come onto the site and find what they needed, navigation and details on your vision for the site.

**Visual:** What do you want your site to look like? Colors? Design? Do you have a logo or photos you want prominently displayed?



For you:

These are prepared by you and are separate from web design services, but you must have them ready before your designer can start. You must buy your house before you can have someone remodel or work on the interior design. If you need help with anything or are unsure of how to go about getting these together, feel free

to contact Pi Digital Media, they will go the extra step to make sure you are prepared in order bring about the best site-building experience.

**Domain name:** This means choosing a name for your website. It will be the online address where your business can be found. Make sure it is not already taken and registered by someone else and purchase it online.

**Hosting:** This is essentially where you pay rent online to have a space on the Internet. Once you have your domain, you can find a web host and purchase space to set up your site there.

**Budget:** Make sure you have a budget for the site you're looking for. If you have questions about price ranges, ask your designer to lay out prices for you once you've told them everything you want and how you want your site to work.

**Web designer:** Make sure you have someone with the right capabilities to give you what you want. Make sure your designer feels confident about being able to listen to your needs and deliver. Choose someone you can trust and that won't leave you disappointed with price, service, and the outcome of the site.

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