PLAN & LAUNCH A FOOD OR BEVERAGE WEBSITE

With a Design– & Webdevelopment Agency

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PLAN & LAUNCH A KILLER SITE

Whether you're a business owner, marketer or solo entrepreneur looking to up your creative game, this guide is for you.

Welcome to our checklist for webdesign and webdevelopment projects! It doesn't matter if you're a seasoned pro in working with creative teams or an absolute rookie.

We understand that starting a new website design and development project can be a little overwhelming, especially if it's your first time working with an agency or if it's been a while since your last project.

That's why we've put together this comprehensive checklist—to help you navigate the process one step at a time.

This checklist will help you clarify your requirements and expectations. It will also assist you in discussing the timeline, budget, and communication plan to ensure a successful project outcome.

With this guide by your side, you'll feel confident and prepared as we embark on this exciting website design journey together.

We'll cover all necessary steps for a successful branding project, from setting up an overview and identifying your audience to creating compelling messages.

QUICK TIPS FOR E-COMMERCE

Optimize your website speed

A fast website really helps to keep customers engaged and reduce bounce rates. Use tools like Google PageSpeed Insights to check your website speed during development and make necessary improvements.

Improve product descriptions

Ensure that your product descriptions are clear, informative, and persuasive. Include high-quality images and videos to help customers make informed decisions.

Offer free shipping

Customers are more likely to complete a purchase when they see that shipping is free. If possible, offer free shipping or consider setting a minimum order value to qualify for free shipping.

Use social proof

Display customer reviews, ratings, and testimonials on your website to show that others have had positive experiences with your products.

Simplify the checkout process

Ensure that the checkout process is as simple and streamlined as possible. Use a progress bar to show customers where they are in the process, and avoid asking for unnecessary information.

Use email marketing

Not having started earlier to collect email adresses is the no. 1 regret of our customers. Email marketing can be a powerful tool for promoting your products and increasing sales.

Use retargeting

Retargeting can help bring back customers who abandoned their carts. Use tools like Google Ads or Facebook Ads to display targeted ads to customers who have previously visited your website.

ONBOARDING & OVERVIEW

Tell Us About Your Company

Share your company name and a brief description to help us understand what makes your brand unique.

Brand Information

Time to dive into your brand. Give us your brand name, category, and a quick overview so we can capture the true spirit of your brand.

Product Information

Now, let's talk about your products. Share the product names, categories, and a short description to help us get a clear picture of what we'll be designing for.

Objectives & Goals

What are the main objectives and goals for your new website? Understanding your vision will help us create a website that meets your expectations.

Timeline

What is your desired timeline for project completion? This information will help us plan accordingly and ensure timely delivery.

Budget

What is your budget for the project? Knowing your budget will enable us to tailor our services to meet your needs.

Additional Details

Don't hesitate to share any other relevant details that will help us better understand the project and your expectations. The more we know, the better we can meet your needs.

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Part 2

THE DETAILS

Project Manager

Let's get everyone on the same page. Introduce your project manager by providing their name and contact information. This helps us stay connected.

Features and Functionality

Are there any specific features or functionality that you require for the website (e.g., e-commerce, booking system, blog, etc.)? This information will help us create a website that serves your purposes effectively.

Design Preferences & Brand Guidelines

Do you have any specific design preferences or brand guidelines that need to be followed? Understanding your brand identity will help us create a consistent and visually appealing website.

Competitors & Inspiration

Who are your main competitors, and do you have any websites that you admire or would like to emulate? Understanding your market and preferences will help us create a website that stands out.

Web Hosting Provider

Do you have a preferred hosting provider, or would you like recommendations for hosting services? This information will ensure your website has a reliable and secure home.

Content Management

Share the contact information for your content management team, so we can coordinate without a hitch. This information will help us provide the appropriate level of support.

Existing Content

Do you have existing content, such as text, images, and videos, or will new content need to be created or sourced? Knowing your content requirements will help us plan accordingly.

Website Launch Date

Let us know the desired launch date for the website to ensure a smooth development process.

OPTIONAL INFORMATION

Preferred Platforms & CMS

Do you have any preferred platforms or content management systems (CMS), or are you open to recommendations? This information will help us select the right technology for your project.

KPIs & Metrics

What are the key performance indicators (KPIs) or metrics that you will use to measure the success of the website? This information will help us optimize your website for success.

SEO Expectations & Support

What level of search engine optimization (SEO) is expected, and will you require ongoing SEO support? This information will help us create a website that performs well in search engine rankings and meets your ongoing needs.

Tracking & Segmentation

What do you want to track? Are you planning to segment users based on specific behavior? Maybe email reminders for abandoned shopping carts? Or do you just want to know where visitors are coming from? This information will guide our analytics setup.

Legal & Compliance Requirements

Are there any specific legal or compliance requirements that need to be considered, such as GDPR, ADA, or other accessibility standards? This information will ensure your website meets all necessary requirements.

Third-Party Integrations

Are there any third-party integrations that need to be included, such as CRM, email marketing, or social media platforms? This information will ensure seamless integration and functionality.

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WHAT YOU CAN EXPECT FROM YOUR DESIGN TEAM

Best & Worst Design Practices

We'll share collected websites outlining our design team's preferred and discouraged practices, so you know what to expect from us.

Creative Brief

You'll receive a ready-to-fill creative brief for discussion and alignment. This will help us craft a design that exceeds your expectations.

Design Timeline

We'll provide you with an estimated timeline for the design process, so you can plan your schedule accordingly.

Development Timeline

You'll get an estimated timeline for the website development, ensuring you stay on track with your website launch.

Design Project Manager

We'll introduce you to our design team's project manager, including their name and contact information, to guarantee seamless communication.

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THE PROJECT IS READY TO GO!

Congratulations! You've made it through the process of writing a creative brief.

Follow us for more Tips and Resources on Branding and Design on   and   .

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