



*Salmon Creek*  
Media & Marketing

# Web Site Development

[www.salmoncreekmedia.com](http://www.salmoncreekmedia.com)



## Web Site Development

Your Web site should be the focal point of your overall digital and social media marketing strategy.

Here is Salmon Creek Media & Marketing's "Top Ten" Checklist for your Web site development.



# 1. What is your Web site's purpose?

- Create product and/or service awareness?
- Lead generation to increase sales?
  - Entire product line or a flagship product
  - Specific services

The purpose of your Web site should be to turn visitors into leads and leads into customers.



# 1. What is your Web site's purpose?

Define your internal goals and then define tangible and measurable objectives to work toward.

Remember — a good Web site is not static. It is flexible, dynamic, and easy to change as your goals and objectives change.



## 2. Who is your audience?

- Who are you talking to today?
- Who do you want to talk to?

Define who your target audience is by industry, demographics, and geography.

Reach out to them for feedback during the Web site development on what is good and what needs improvement.



## 3. Who is your competition?

- Conduct research on who your competitors are.
- Visit their Web sites and study their designs, navigation, and content.
- Define what you can do to differentiate your message from your competitors’.



## 4. Is your Web site simple to navigate?

A good Web site is simple to use and easy to understand.

The average visitor spends less than two minutes on a site, so don't frustrate them by making them read too much and search too long.

Help them by making navigation easy and key products, features, and contacts pop out.



## 5. Does your Web site design follow your company's Style Guide?

Your Web site should be a cohesive part of your company's overall marketing and brand strategy.

It should similar to and complement your existing marketing and advertising media.

If one does not exist, now is the time to create a company Style Guide and review and revise all your marketing materials to ensure a cohesive style and message.





## 6. Do you have a Call to Action?

Formulate a call-to-action (CTA) that is placed on every page.

- The simplest CTA is a contact form.
- To sell a product, create a form to request a quote.
- To educate potential customers, create a form to download material or register for an educational event.



## 7. Are you socially integrated?

While your Web site is the core of your online strategy, by leveraging popular and relevant social platforms, your messaging can reach users wherever they are and increase your impact exponentially.



## 7. Are you socially integrated?

Social media integration means more than asking for likes.

Push visitors to content on Facebook, Google+, Twitter, YouTube, and Slideshare for updates, product specific information, etc.

Ask a question, offer a survey, create ways to engage and get feedback.



## 8. Is your site mobile friendly?

Over 50 percent of today's Web site traffic originates from mobile devices (smart phones, tablets, etc.), so it is imperative that your Web site design is scaled to this audience.



## 9. Are you measuring your success?

Use your Web analytics to track visits and hits.

Consider using a social media analytics tool such as Google Analytics (free) to give you a better demographic breakdown of where your visitors are located, when they visit, what they view, and how long they stay on your site.



## 10. Who is executing your vision?

Salmon Creek Media & Marketing prides itself on working collaboratively with our clients.

Contact us today to and start the process of creating an outstanding Web strategy for your company.

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