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In my previous article, I talked about some of the facts that you need to know about how you should not use free hosting services.

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In this article, I want to talk about some of the questions that you need to consider [when designing website objectives](#). Follow me as we are going to look at that in this article.

The questions to ask...

#1 Who will be using your website?

The very first question that you need to ask has to do with who will be using your website. You need to know some of the requirements that you are expecting from the website.

You may have to ask some questions to the end-users about what they are expecting from the website. This will now be documented and form the scope of your website.



If you don't have this requirement documented, you may discover that your website will not satisfy end-users at the end of the entire project.

Also, when you are trying to develop the website, you need to know the type of information that the end-users are expecting from your website.

You also need to ask yourself whether you have the wherewithal to provide what the end-users need from you.

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The more you can meet their requirements, the more you will be able to satisfy [the interests of your customers](#).

#2 Top three things...

Also, when you are trying to develop the website, you need to decide on the top three things that you will want your users to see when they visit your website.

The top three things that you want them to see are what you want your website to be known for.

After you have discovered that, you will now have to decide on how that will be achieved. This also entails finding out the major skill sets that you need to have in order to achieve the

objectives of the website and sustain visitors' interest in your website.

#3 Needed technology

Also, as part of your efforts towards achieving the objectives of your project, you need to decide on the technology that you need to study in order to achieve the objectives of your project.

There are times that your customers might see you utilizing a particular technology on your website. If it happens that you could not find someone who can handle such a task.

You may need to take time to study the technology yourself so that such can be implemented on your website.

#4 Boost brand recognition

Also, there is a need for you to understand how your website will [boost brand recognition](#), generally on your website.

Let's say, for example, you have decided to include a blog as part of your brand strategy, you need to know the type of content that will be placed on your website.

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The type of content that will be posted should be content that will help promote your brand and develop your audience's interest in your content.

The more you are able to solve audience questions, the more they will show interest in your

website content.

#5 Three reasons

Also, before you begin to spend money on creating the website, you need to ask a very vital question. You need to know at least three reasons why you need a website.

If you do not have three tangible reasons why you need to create that website, it is very possible that you do not need that website.

Also, asking these questions will allow you to know some of the vital features that should be included on that website.

#6 How are you planning to achieve it

Also, there is a need for you to plan how to achieve that objective. You should not just assume that you are going to achieve those objectives at the end of the day.

You need to write down those objectives and come up with action points on how you plan to achieve your objectives.

This will also assist you to measure your performance using some of the key points that you have highlighted to measure your performance.

#7 increased sales

Also, you need to determine how your website will increase your sales. You need to highlight some of the features that you have to include on your website in order to boost sales.

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When you have this in place, you will be able to liaise with your stakeholders in order to achieve some of the objectives of the project. This will enable you to do all that you could in order to boost sales.

This will be done in collaboration with all stakeholders that have something to do with the organisation's sales efforts.

#6 How much maintenance?

You also need to consider how much maintenance you will be able to sustain on your website. I said it in one of my articles that when it comes to website maintenance, you can decide to do it in-house by you or your team.

You can also decide to contract the maintenance of the website to a third party.

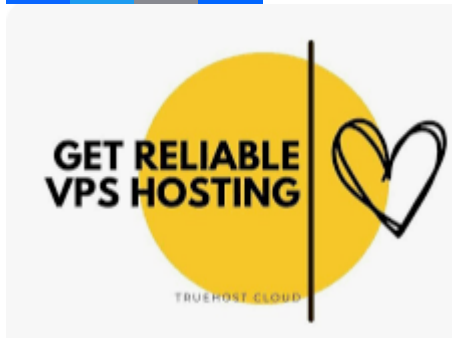
Therefore, what will determine whether the maintenance will be done in-house or from an external source has to do with the amount you would like to spend on website maintenance.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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