



# Integral

The Integral guide to  
website planning

**YOUR BEST WEBSITE STARTS HERE.**



# Hi! We're excited to steer you through the initial phase of your website development journey.

This workbook is crafted from years of expertise in technology, brand experience, and business strategy, and aims to guide you through the pivotal phase of website planning.

Designed for interaction, we encourage you to jot down your thoughts and ideas and actively engage with the content. By completing the workbook, you'll have a clearer vision and a solid plan to bring your best website to life.

## A DEDICATED BRAND EXPERIENCE TEAM



**AMY WARD**  
**CMO & HEAD OF BRAND EXPERIENCE**

Amy Ward is a business leader, management consultant, strategic communicator, mentor and board director with over 20 years of deep experience in organisations undergoing change and transformation. Amy specialises in Brand, Marketing, Communications, Engagement and Digital Experience at a strategic and implementation level. Amy delivered her first website project in 1997 before the height of the dotcom boom! And she's been leading successful brand and digital experiences for organisations around the world ever since.



**DANIELA CASTRO**  
**MARKETING CONSULTANT**

Daniela Castro is a marketing and communications professional with over 10 years of expertise in project management, productivity, media, and strategic planning. Having collaborated with brands such as Dior, Gucci, UNESCO, and News Corp, she boasts a proven track record of driving business growth and innovation. Daniela's diverse experience spans clients across the Americas, Europe, and Australia, showcasing her ability to navigate and impact a variety of market dynamics and cultural landscapes effectively.



**DAN SPAT**  
**SENIOR DESIGN CONSULTANT**

A UI/UX and multimedia designer. Dan has 12+ years' experience designing and delivering projects for government, private sector and not for profit clients, including for the Queensland Government Department of Education, State Library of Queensland, Services Australia, Stadiums Queensland, Queensland Health, and the Australian Digital Health Agency. Dan has a particular interest in accessible design, and is the current Queensland Chair of the Design Institute of Australia.



**SUZIE PORTER**  
**SENIOR DESIGN CONSULTANT**

Suzie is a highly accomplished brand and digital designer with specialist experience in User Interface and User Experience (UI / UX) design. For 20+ years she has translated creative briefs and user needs into highly effective digital and interactive designs. Her recent projects for Integral clients include UX discovery, research, design and testing wealth management websites, Help Enterprises, Business Chamber Queensland, Stadiums Queensland, Griffith University, QUT and more.

**Welcome aboard! Let's create something extraordinary!**

Every successful website project begins with a clear, compelling vision. This vision should encapsulate what you aim to achieve with your new or relaunched website. Are you looking to establish a robust online presence, enhance user engagement, or perhaps drive more sales?

Your vision will guide every decision from design to content to technology.

## 1. Project overview

Please fill in the information below to the best of your knowledge. You don't need to know it all just yet, but you may start getting more clarity about the scope of your project as you move through the different steps.

### COMPANY NAME

### WEBSITE URL

If you already have an established website, you may want to keep your current URL. However, if you're creating a new one, it's important to understand that choosing the right domain name is pivotal as it reflects your brand identity and influences user perception. Aim for a domain that is short, memorable, and easy to spell. It should resonate with your brand and be relevant to your industry. Consider using keywords that help improve your SEO ranking. Additionally, choose the appropriate domain extension, such as .com for commercial businesses or .org for non-profit organisations, which can impact user expectations and trust. Also, check for the availability of your chosen name across social media platforms to maintain consistency in your online presence.



**Integral Tip:** Use tools like Namechk and BrandSnag for checking domain and social media username availability across various platforms.

### CURRENT HOSTING PROVIDER

Are you maintaining the same hosting, or will you be migrating your site to a different one? Selecting a hosting provider is a crucial decision in the website planning process, as it affects your site's performance, reliability, and security. Start by considering the type of hosting that best suits your needs—shared, VPS, dedicated, or cloud hosting. Each has its strengths, depending on your traffic levels, server resource requirements, and budget. Look for a provider with a reputation for strong uptime records and fast server response times to ensure your website remains accessible and efficient. Security features are also vital; ensure that the provider offers robust security measures such as SSL certificates, firewalls, and regular backups. Scalability is another important factor; your hosting should be able to grow with your business, offering easy upgrades to accommodate increased traffic and data. Finally, evaluate the quality of customer support—24/7 support via multiple channels can be invaluable in resolving any issues quickly and keeping your site running smoothly.

### PRIMARY AND SECONDARY OBJECTIVES

Setting clear project objectives is fundamental to the success of any website project or relaunch influencing the design and development of the website. A goal of improving user engagement might lead to a design with better navigational flows and interactive elements, while a focus on conversions could result in creating optimised landing pages and clearer call-to-action buttons.

With clear objectives, you can allocate budgets and prioritise tasks more effectively. Knowing your primary goal is to enhance brand perception might lead you to invest more in brand design and content creation, whereas a conversion-focused goal may shift resources towards conversion rate optimisation tools and A/B testing.

Objectives provide a roadmap, guiding all strategic and operational decisions throughout the project. By defining what you aim to achieve, you can align your team's efforts, manage resources more effectively, and measure success more accurately.

e.g. brand awareness: aim to increase traffic by 50% before December 2025 / conversions: increase the sales of X, Y and Z products with the highest margins

### AUDIENCES: DEFINE YOUR PERSONAS

Audience personas are fictional representations of your ideal customers based on real data and educated speculation about customer demographics, behaviour patterns, motivations, and goals. Creating detailed personas can significantly enhance the effectiveness of your website by ensuring that the design and content are tailored to meet the specific needs and preferences of your target audience.

When creating audience personas, consider geographic location to tailor cultural and logistical aspects; industry to align content and services with sector-specific needs; age and gender to influence design preferences and usability; interests to create engaging and relevant content; and profession and education to adjust the technicality and depth of information. Additionally, analyse behavioural patterns to optimise website functionality and layout, and understand personas' challenges and goals to ensure the website addresses their specific needs and motivates appropriate actions. This holistic view helps in crafting a website that resonates well with its intended audience, enhancing user experience and engagement.

Let's create some personas... consider factors such as location, industry, age, gender, interests, profession, education, etc



### TRAFFIC: VISITORS

To optimise your website effectively, start by establishing clear benchmarks for your current traffic. This involves measuring both the number of visitors your site receives monthly and annually. Utilising tools like SEMrush and Google Analytics can provide you with comprehensive data not only on the volume of your traffic but also on visitor behaviour, session duration, and bounce rates. These metrics are crucial for understanding how well your site retains visitors and where improvements can be made.

Current monthly and annual visitors:

### TRAFFIC: SOURCE

How do visitors currently find your site? Are they arriving via social media, referrals from other websites, or campaigns? Unsure? You might be eligible for a free Integral audit. [Request one here.](#)

### OTHER RELEVANT FINDINGS

## 2. Technical considerations

Let's clarify the technical requirements to ensure a smooth, secure, and scalable site.

#### PLATFORMS IN USE (Select all that apply)

- EMAIL MARKETING
- CRM (CUSTOMER RELATIONSHIP MGMT.)
- CMS (CONTENT MANAGEMENT SYSTEM)
- AUTOMATION
- E-COMMERCE
- SEARCH ENGINE OPTIMISATION
- ANALYTICS
- WEBINAR PLATFORM
- OTHER \_\_\_\_\_

### EMAIL MARKETING PLATFORMS

Email marketing remains a powerful tool for engagement. Platforms like MailChimp or ActiveCampaign can help automate campaigns, manage subscriptions, and track the effectiveness of your email marketing efforts.

### CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Tools like Salesforce or HubSpot CRM can help manage customer interactions, track leads, and convert prospects into loyal customers by storing valuable customer information and interaction history, some of them also help you with tasks as email automation, replacing the need of e-mail marketing tools, which is a great think to do if you want to simplify your marketing technology (martech), reducing costs and training efforts within your organisation.

### CONTENT MANAGEMENT SYSTEM (CMS)

CMS allow for easy updates, user management, and customisation to meet your specific needs. WordPress is the most popular CMS worldwide, but there are alternatives such as Kentico, Optimizely, Acquia, Webflow etc. If your current CMS is not able to match the future desired state of your business, this is a good time for a change.

**Automation:** Automation in website management represents a strategic enhancement to streamline operations, improve efficiency, and personalise user interactions. By implementing automation tools, businesses can automate repetitive tasks such as data entry and content distribution, freeing up valuable time for more creative and strategic activities.

**Search Engine Optimisation:** Effective Search Engine Optimisation (SEO) is crucial for enhancing your website's visibility and attracting more organic traffic. Utilising plugins like Yoast SEO can streamline the optimisation process by assisting in the crafting of meta tags and titles, analysing content for SEO friendliness, and automatically generating XML sitemaps to help search engines easily discover and index site content.

**Analytics tools:** Analytics are essential for understanding user behaviour and optimising site performance. Google Analytics offers comprehensive insights into your audience's behaviour, preferences, and engagement. Utilise features such as Audience Demographics and Behavior Flow to tailor your content and user journey specifically to the needs of your audience and integrate Google Analytics with Google Data Studio to create custom reports and dashboards that provide actionable insights at a glance. This tool allows you to visualise data through customised reports that can be shared across your team to drive informed decision-making. Adobe Analytics offer deeper insights into customer journeys and segmentation.

**E-commerce:** If your site involves selling products or services online, an e-commerce platform like Shopify, Magento, or WooCommerce can be integrated to handle everything from product listing to checkout and customer management efficiently.

**Webinars:** The decision to integrate webinar platforms into your website depends largely on your business goals and the nature of your audience engagement. Webinars can be an excellent tool for businesses looking to build authority, enhance customer education, and increase engagement through live interactive sessions. They are particularly beneficial for companies in educational, tech, or service industries where demonstrations, training, or in-depth discussions are valuable. If your content strategy involves deep engagement—like hosting expert talks, product demos, or educational series—investing in a robust webinar platform can enhance your value proposition and foster stronger relationships with your audience. However, if your engagement strategy does not rely on real-time interaction or if the budget and resource allocation for such tools outweigh the potential benefits, other forms of content delivery may be more appropriate and cost-effective.

### ACCESSIBILITY CONSIDERATIONS

Ensuring your website is accessible to all users, including those with disabilities, is not just a legal requirement in many regions but also a best practice. Adhere to Web Content Accessibility Guidelines (WCAG) to ensure your site is usable and accessible.

What do you need to consider for your organisation in relation to accessibility?



## DEVICES AND RESPONSIVENESS

The website must be responsive, meaning it should automatically adjust to fit the screen size and resolution of any device, from desktops to smartphones. This is crucial for providing a good user experience and for SEO.

Do you monitor the number of visitors to your site (mobile vs desktop)

Which browsers do your visitors predominantly use?

## 3. Data sovereignty

**Data sovereignty refers to the laws and regulations that apply to data based on the country in which it is physically stored. For many businesses, especially those handling sensitive information or operating in multiple jurisdictions, it is crucial to host data within specific countries to comply with legal requirements.**

Consider whether your business needs to restrict data storage to certain locations to adhere to national laws, and choose your hosting provider accordingly.

Is hosting your data in a specific country a requirement for your business?

For businesses operating in or serving customers from Australia, compliance with the Australian Privacy Act and the latest Privacy Principles is mandatory. Similarly, if your audience includes the European Union, adherence to the General Data Protection Regulation (GDPR) is required. These regulations dictate how you must handle personal data, including obtaining consent, ensuring data protection, and providing the right to access or erase personal information.

Can you ensure compliance with local and international laws like Australia's Privacy Act or GDPR?

## SECURITY CONCERNS AND CONSIDERATIONS

Ensuring the security of your website and the data it handles is paramount. Secure Sockets Layer (SSL) encrypt the data transmitted between your server and your visitors' browsers, protecting sensitive information from being intercepted by third parties. This is particularly important for e-commerce sites where financial transactions occur.

Beyond SSL, consider implementing other security measures such as firewalls, anti-virus software, and intrusion detection systems to safeguard your site from malicious attacks. Regular security audits and vulnerability scans can help identify and mitigate potential security risks. Implementing strong password policies and two-factor authentication (2FA) adds an additional layer of security for user accounts.

Establishing robust data backup and recovery procedures is critical. Regular backups help in quickly restoring your site in case of data loss due to hardware failure, cyberattacks, or other disasters. Ensure that your backups are stored securely and tested regularly to verify integrity.

Have you identified any specific security measures?



## 4. Membership and user management

**Whether you're looking to enhance user engagement, increase revenue through subscriptions, or offer exclusive content, understanding the strategic benefits and potential challenges of a membership model is crucial.**

Does your business model support the continuous delivery of value that can justify a membership fee? Are your content or services unique enough to warrant exclusive access? These are some of the critical questions that businesses must consider. A membership site can transform your online presence by creating a community around your brand, but it also requires a commitment to providing ongoing value that keeps members active and satisfied.

For organisations with a clear plan to offer valuable resources, such as educational content, personalised experiences, or networking opportunities, a membership site can be a powerful tool to build loyalty and develop a steady revenue stream. However, if the offering is not aligned with the needs or interests of your target audience, it might not be the right approach.

If you have decided that a membership portal is the right approach, creating an engaging user experience starts with well-designed membership features that cater to the needs and preferences of your users. Consider the following elements:

**User registration and login:** Simplify the registration process while ensuring it collects essential information. Implement social login options to allow new members to sign up using existing social media accounts, which can speed up the process and increase conversion rates.

**Profile customisation:** Allow members to customise their profiles. This can include uploading avatars, setting display names, and adding personal information, which helps in building a community feeling and personalising the user experience.

**Membership levels:** Differentiate between various membership levels, providing exclusive content or benefits for premium members. This can include access to in-depth articles, special discounts, or early notifications about new products or services.

**Interactive dashboards:** Provide a user-friendly dashboard where members can easily access their information, track their interactions, and see their history with your site. This could include their activity, purchase history, membership status, and links to recommended content.

## WORKFLOWS AND APPROVALS

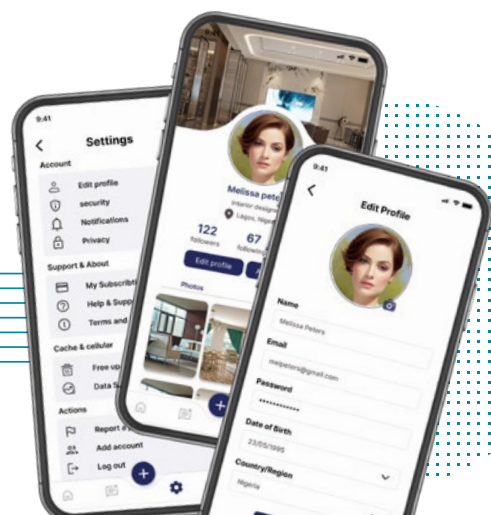
Can you outline your workflow and approvals process?

## ADMIN LEVEL ACCESS

Number of admin-access users are required?

## ACCESS PERMISSION TYPES

Which levels of access are needed? e.g. Author, Editor, Admin, Super Admin



## 5. Website features

Identify key features to transform your site from good to great, ensuring it meets the needs of your audience.

**ESSENTIAL FEATURES** (Select all that apply)


- |  |  |
|--|--|
| <input type="checkbox"/> RICH MULTIMEDIA             | <input type="checkbox"/> SOCIAL MEDIA FEED |
| <input type="checkbox"/> E-COMMERCE / SHOP           | <input type="checkbox"/> REVIEWS / FORUM   |
| <input type="checkbox"/> PAYMENT GATEWAY             | <input type="checkbox"/> EMAIL MARKETING   |
| <input type="checkbox"/> ARTICLES OR BLOGS           | <input type="checkbox"/> ANALYTICS         |
| <input type="checkbox"/> MULTI-REGION / LANGUAGE     | <input type="checkbox"/> WEBINAR PLATFORM  |
| <input type="checkbox"/> MEMBERSHIP                  | <input type="checkbox"/> EVENT MANAGEMENT  |
| <input type="checkbox"/> MULTI-FACTOR AUTHENTICATION | <input type="checkbox"/> DASHBOARD         |
| <input type="checkbox"/> LEARNING MANAGEMENT         | <input type="checkbox"/> OTHER _____       |

### SITMAP AND NUMBER OF CURRENT PAGES

A sitemap is essential for any website project, acting as a blueprint that lists all the pages on a website in a structured format. It's crucial for enhancing SEO by helping search engines like Google efficiently find and index all the pages of your site, which can improve the site's visibility in search results. Sitemaps also assist in managing and navigating the site structure more effectively, making them invaluable for both site developers and content managers, especially as websites expand and evolve.

There are several tools available to create sitemaps: Screaming Frog SEO Spider is excellent for comprehensive site crawling and sitemap generation; the Google XML Sitemaps Plugin is beneficial for WordPress users, offering automatic sitemap updates as the site changes. XML-Sitemaps.com provides a straightforward solution for smaller websites, allowing for easy online sitemap generation without the need for software installation.

Decide whether to streamline or add more pages

 **Integral Tip:** Use Screaming Frog to evaluate your current site architecture – this is also part of our free Integral audit. Check your eligibility [here](#).

### ESTIMATED NUMBER OF PAGES

If working with Integral, we'll help you define the best user journey and optimise each page to ensure an optimal user experience.

## 6. Content strategy and SEO

Planning content types, formats, and goals ahead of a website build is crucial for aligning with strategic business objectives, optimising resources, and enhancing audience engagement. Early content planning ensures each piece of content serves a purpose, such as driving sales or improving brand awareness, and integrates SEO effectively to boost visibility. This approach not only streamlines the development process, reducing time to market, but also ensures the website structure can easily accommodate future expansions. Pre-planning helps in delivering a cohesive and engaging user experience from the start, making the site more effective at achieving its goals and adaptable to evolving content needs.

Once you have an idea on the content formats you will be using, as well as the content goals, you can work on your keyword research. Keyword research is a critical component of SEO and content strategy, enabling you to identify the terms and phrases your potential customers use in search engines. This process not only helps understand your audience's language but also assesses keyword popularity and competition. Using tools like Google Keyword Planner, SEMrush, and Answer The Public, you can discover relevant short-tail and long-tail keywords. These keywords should guide the creation of your content, integrating them naturally into titles, headers, meta descriptions, and body text to meet audience needs and improve search visibility.

## CONTENT AND SEO

Have you conducted keyword research and implemented SEO optimisation strategies?

With our free Integral audit, we'll help you plan content that drives engagement and conversions.

## 7. Design and User Experience (UX)

By collecting references related to aesthetic appeal, user interface design, mobile responsiveness, and accessibility standards, designers and developers can ensure that the website not only looks appealing but also functions efficiently and meets the diverse needs of all users. This preparatory work allows the team to visualise potential design solutions and UX strategies that can enhance user satisfaction and engagement.

### DESIGN AND UX

Gather references and describe ideal aesthetics, user interface design, mobile responsiveness, and accessibility standards.

## 8. Project management

### LAUNCH DATE

Setting an expected live date or deadline for a web project provides a target for the team to work towards, but it's important to acknowledge that this timeline can shift based on the project's scope. If a specific launch date is crucial, the team should adopt an agile approach, working in sprints to first launch a minimum viable product (MVP) that covers essential features and pages. This initial launch can then be expanded upon with additional features and content in subsequent phases, allowing for flexibility and ongoing improvements while meeting critical deadlines.

Expected deadline or launch date

### PROJECT BUDGET

Outline your financial parameters or consider the budget needed, accounting for potential expenses in design, development, hosting, maintenance, and marketing.

### INTERNAL STAKEHOLDERS

Identify key personnel, such as the marketing manager, IT support, etc

### At Integral, we believe in the power of collaboration and innovation.

This workbook is just the beginning. If you need it, our team is here to support you in transforming your vision into reality, providing expert guidance and services tailored to your unique needs. We'd love to embark on this exciting journey together and help create a website that exceeds your expectations.

**We hope this was helpful. We're keen to meet you in our free Integral audit.**

**Apply here or get in touch:**

[Digital@integral.com.au](mailto:Digital@integral.com.au) or call our brand experience consultant

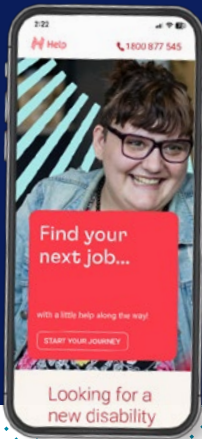
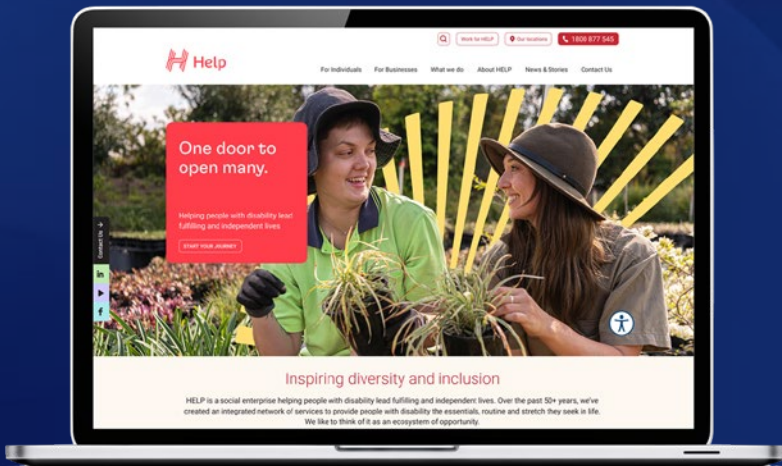
[Daniela Castro, 1300 305 089](tel:1300305089)

**When all fields have been filled out, send this form. A member of the Integral Brand Experience team will contact you to begin.**

SEND THIS COMPLETED FORM >

**SEND TO INTEGRAL**





## Help Enterprises

**WE LAUNCHED HELP ENTERPRISES' NEW WEBSITE AT WWW.HELP.ORG.AU IN FEBRUARY 2023.**

This platform revitalises Help's online brand presence, combines multiple sites into a unified portal, and simplifies the search for crucial disability support and employment service information for people with disability, their families and carers and businesses looking to make an impact.

Digital tools used in this project included Octopus (IA), Maze (User Testing), Figma (UI/UX prototyping and design), MarkUp.io (review), WordPress (CMS), WPEngine (Hosting), Atlassian (Agile Project Management)



## Griffith University

**IMPROVING THE STUDENT EXPERIENCE FOR THE REMARKABLE PEOPLE OF TOMORROW**

- 400% increase in student satisfaction
- Enrolment process reduced from days to minutes
- Post-grad admission process from fully manual to fully automated

Griffith University online enrolments processing for the entire university would take 5 days, with large peak loads of up to 10,000 co-current users with greater than 2,000 transactions per second at peak.

Integral tuned the new enrolments application to support that load and optimise response times.

**All enrolments are now processed in 6x 2-minute windows on 1 day.**

