



## Making your Website Unique

Revamping your website begins well before the design. Communication Works helps you transform your site into your unique online footprint, reflecting who you are and engaging your partners. We guide you from conception through finding the right designers up to the final product. This checklist gives you a glimpse of what we will address down the road to help you avoid common pitfalls and get a site you will be proud of!

Communication Works will run you through these topics in a 2-day workshop. On that foundation, we establish a timeline and a project plan together for the concrete realization from the start-page and sitemap to functionalities such as newsletters, calls for action, calendars, and editorials tasks.

### 1 - Your Goals

Are you seeking to increase awareness for your organization or products? Do you want to win new customers/audiences or build customer loyalty? Or is it positioning and engagement that you are looking for? What do you want your website visitors to do? How you answer these questions influences every aspect of your new website. It's also key to ensure that everyone is working in the same direction.

### 2 - Your Identity

What are your main attributes and goals as an organization? Which messages do you want to convey? Which values does your organization have? Where do you excel and what makes your team, way of working or products unique? We gather your team and analyze your strengths, weaknesses, opportunities and threats together. The results will allow web designers to find the right visual expression for your personality.

## 3 - Your audience

Who are your main audiences? With whom do you want or need to have a dialogue? What are their expectations? What image do they have of you and how would you like to be perceived? Put yourself in the place of the user. Remember that what counts is what is relevant for the audience, not the image that you have of yourself. To be liked for something that you aren't will not pay off in the long run - being authentic will.

## 4 - Your Performance

How does success look to you and how can it be measured? How is your current website used and how should the metrics be in the future? Once you know what you want to achieve when redesigning your website, we will prioritize key objectives.

*"We hired Communication Works to renew our website – and we got much more. They helped us to put ourselves in our stakeholders' place to better understand their needs. We feel that our web presence is now not only fresher and more user-friendly. It also reflects our dynamic, open and accessible spirit and invites to dialogue. Communication Works was our inspiring and hands-on guide on this journey. And they kept both time and budget."*

Ella Stengler, Managing Director CEWEP

## 5 - Your Benchmarks

How do your peers and antagonists present themselves online? Assessing other websites is a great way to find out what you like or dislike, what works and what does not. By learning from best practice examples you can improve and identify how you can do things even better (than they do ;)). The aim is not to replicate, but to refine your own vision. Together with your team, we will discuss how to create a great user experience.

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*Communication Works supports companies and other organisations in winning trust and legitimacy with authentic and relevant communication. Our approach of integrated communication helps you to cut through the noise and to establish a meaningful dialogue with the public.*