



DIGITAL PERSONA

- Where do they hang out online?
- Where do they buy from?
- How do they like to interact?
- How long do they spend on each platform?
- What device do they use?
- What do they Google Search for?
- When/what time of day do they go online?
- What websites do they trust/not trust?
- Who do they follow on social media?
- What social media do they use?
- Do they create content or engage with others on social media?
- Where do they research information from online?

WHAT TYPE OF DIGITAL LIFESTYLE DO THEY HAVE?



COMMUNICATOR

Expresses themselves regularly online, heavy smartphone user



KNOWLEDGE SEEKER

Looks for likeminded people and uses the internet to find information



NETWORKER

Connects with people online to create relationships, will communicate with brands



ASPIRER

Doesn't use the internet that much, but looking to do more



FUNCTIONALIST

Checks basics like emails. Doesn't easily trust sites. Doesn't want to express themselves



WEBSITE LAUNCH CHECKLIST

- Check everything is focused on the target audience**
The things they search Google for
Fixing problems they have
Signpost important content on the home page
- Check that content encapsulates your core values and branding**
Check that content encapsulates your core values
Ensure it matches your key messages and is in your tone of voice
Make sure brand guidelines are followed (logo, colour, typography)
- Carefully read through all text content**
Double check for spelling, punctuation and grammar
Check content uses headings, subheadings, bullet points and text blocks
- Check all images and video**
Make sure images used are clear, professional and you have the right to use them
Make sure images are all in a similar style
- Check how the website looks on different devices (desktop, phone, tablet)**
If your audience uses a specific device to access your website, you want it to look good and work for them
- Ask your inner circle to take a look at the website on their devices**
It may look different for them and this could highlight any issues with different device types (e.g. Apple v Android)
Ask someone from your target audience for feedback
- Test all the contact forms on your website**
Make sure you're receiving messages
Check that messages show all the information from the form
- Check all links and buttons on every page**
Check all links and buttons on every page
This includes links to your social media, make sure they're going to your business pages
- Check that the developer is backing up your website**
Ask for a copy from time to time so that you have one stored locally too
Backup your source content separately
- Make sure you have set up regular monthly maintenance**
Content updates
Software updates

