Entle's web strategy process

Through one to two facilitated strategy workshops, Entle helps your team uncover the key insights required to create a successful website for your organisation. The deliverable of this process is a detailed website blueprint with Entle's recommendations.

WHY? --------▶ **WHAT?** --------▶ **HOW?**

Why do you need a new website?

- 🗺 What's the context? How did we get here?
- 🔥 What are your biggest pain points? **1**
- 🚀 What would make a new website a massive win for you?

Who is your website for and how do you reach them?

- 👥 Can we divide your audience into groups? **2**
- 👤 Can you give an example of each group?
- 🌐 What are each group's key needs/wants?
- 📢 How do they hear about you, or how do you reach out to them? **3**

What should the website tell them?

- ☆ How do your offerings solve your audience's key needs/wants?
- 🎚 What are their alternatives and how do you compare to these?
- ? What do they want to know about you? **4**

What architecture, content, features, design, and integrations will help us do this?

- 🗗 What are the constraints?

How do we execute this project successfully?

- 👍 Who will be making the decisions and who needs to be consulted?
- 📅 Are there any timeline constraints?
- ⚡ What technical, organisational, or other risks could derail this project? **5**
- ↺ What change management needs to be done?

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1 If you have an existing website, Entle will perform an audit to flag problems and opportunities.

2 If available, we will draw on your existing communication strategy, customer/stakeholder research, and Google Analytics traffic data to create personas.

3 If available, Entle will audit your top keywords for organic search, topics that give you the most attention on social media, and best-performing ads to help you answer this question. If you need help reaching out to your audience in new ways, we'll help you tap into our network of marketing partners.

4 Combined with the insights from **3**, Entle will analyse your Google Analytics traffic data and identify your top-performing pages to help answer this question.

5 As part of this, Entle will audit your existing website's search reputation and include measures to minimise the SEO risk of structural and content changes.