Websites, content and communications

A website gives people a place to check what you offer and take the next step. Photos, video and reports make your work easier to understand.

Decide what visitors should do

List the two or three actions that matter, such as asking for a quote, reading a programme update or finding directions. Build the page list and navigation around those actions.

Prepare the material

Gather the service descriptions, approved photographs, contacts and any forms or reports visitors need. Write short page summaries. Plan captions, image descriptions and transcripts where they help users follow the content.

Agree on launch and ongoing costs

Record who owns the domain and hosting accounts. Ask which costs recur, who will maintain updates and how you can restore the site if something goes wrong. Check the site on a phone and a slower connection before launch.

How M-CreativeHub can help

We can design and build pages, develop written and visual content, and plan photography or video where the brief requires it. We can also agree on a support plan and show your team how to update routine content.

What to bring to the first conversation

Your audience, the actions you want visitors to take, any existing domain, approved materials and the person who will maintain the site.

What you need before a website goes live

A website earns its keep when a visitor can complete a useful action and the team can keep the information current.

Try the task before adding features

Ask a customer to find a service, contact the right person or complete a request on a phone. Note exactly where they hesitate. A clear page and a working reply process may solve the issue before a booking system is needed.

Know what the quote includes

Ask about domain and hosting renewals, theme and plugin licences, copy and photography, form delivery, maintenance and backups. Keep account ownership with the organisation. Ask what can be exported if you move hosts or change providers.

Test outside the office

Try on a phone, on a slower connection and with a keyboard. Send a form enquiry to the real receiving inbox and confirm the reply path. Check that links, contact details and images load. Have a team member edit a page and restore a test backup.

Remove blockers before launch

Delay launch if forms do not reach staff, the team cannot renew the domain, or public images and claims are unapproved. Assign someone who will respond to enquiries and know if the form stops working.

Before you commit

Agree on two visitor tasks, name the owner of each account and set a budget for renewals and maintenance.