



# WHAT YOU SHOULD EXPECT WHEN MANAGING A WEBSITE PROJECT.

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**FIRST THINGS FIRST. DON'T PANIC.**

**IT MAY SOUND LIKE A DAUNTING,  
OVERWHELMING AND DIFFICULT  
PROJECT. IT DOESN'T HAVE TO BE.**



**WITH THE RIGHT  
AGENCY, A WEBSITE  
PROJECT SHOULD BE  
AS STREAMLINED AS  
POSSIBLE AND NOT  
TAKE UP TONS OF:**

- **TIME**

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- **RESOURCE**

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- **HEADSPACE**

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- **HAIRLINES**

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- **LIFE EXPECTANCY**

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# WHY?

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- **IT SHOULDN'T BE AN ELONGATED ENDLESS LIST OF PROCESSES**

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- **SITES OF TODAY ARE TYPICALLY LEANER BUILDS (GENERALLY ANYTHING FROM 1-10 PAGES)**

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- **A HIGH PERFORMING RECRUITMENT WEBSITE SHOULD BE BREAD AND BUTTER TO THE AGENCY YOU'VE PARTNERED WITH**

**PUT THE SHOE ON THE OTHER FOOT.**

**AS A CANDIDATE OR CLIENT, ARE YOU GOING TO SIFT THROUGH 20-30 WEB PAGES TO FIND WHAT YOU NEED? NO, YOU'RE PROBABLY NOT.**

**THE QUICKER AND EASIER A VISITOR CAN NAVIGATE YOUR WEBSITE AND CONSUME THEIR DESIRED INFORMATION, THE MUCH HIGHER CHANCE YOU HAVE OF GENERATING A LEAD.**



**YOUR WEBSITE ISN'T A VANITY PROJECT.  
IT'S A COMMERCIAL PROJECT. IT'S THERE  
TO SERVE A PURPOSE.**

**BEFORE EMBARKING ON A NEW WEBSITE  
PROJECT YOU SHOULD FIRST UNDERSTAND  
WHAT YOUR COMMERCIAL OBJECTIVES  
OF THE WEBSITE ARE IN ORDER TO  
DRIVE AND MEASURE EXACTLY WHAT  
YOU WANT IT TO ACHIEVE.**



# WHAT ARE YOUR COMMERCIAL OBJECTIVES?

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- **ATTRACTING NEW CLIENTS?**
- **MORE CANDIDATE SIGN UPS?**
- **GENERATING NEW LEADS / ENGAGING PROSPECTS?**
- **IMPROVING LEAD CONVERSION RATE?**
- **REENGAGING EXISTING CLIENTS/CANDIDATES?**
- **INCREASING BRAND AWARENESS?**
- **DEMONSTRATE TRUST?**
- **SHOWCASING EMPLOYER BRAND TO ATTRACT INTERNAL CONSULTANTS?**

## SO WHAT NOW?

WELL, WE'VE  
BROKEN IT DOWN  
INTO 7 SIMPLE  
STAGES.

- BRAND STRATEGY
- USER JOURNEY
- DESIGN
- FEEDBACK
- ADDITIONAL FUNCTIONALITY & DEVELOPMENT
- FINAL FEEDBACK & ADDING CONTENT
- Q&A + LAUNCH



# 1. BRAND STRATEGY.

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**A BRAND STRATEGY IS A SET OF GUIDELINES THAT HELPS BUSINESSES DETERMINE THEIR CORE VALUES, BUSINESS STRATEGY AND WHAT THEY WANT TO ACHIEVE AS A WHOLE.**

**MORE IMPORTANTLY, IT ALSO HELPS OUTLINE HOW THOSE VALUES CAN BE COMMUNICATED WITH THEIR AUDIENCES, ALWAYS WORKING TOWARDS A COMMON END GOAL.**

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- **PURPOSE - WHY YOUR COMPANY EXISTS?**
- **VISION & MISSION - WHAT FUTURE IMPACT DO YOU WANT YOUR BUSINESS TO MAKE?**
- **DNA & VALUES - WHAT DOES YOUR BRAND STAND FOR?**
- **DIFFERENTIATION - WHY SHOULD PEOPLE CHOOSE YOUR BRAND OVER YOUR COMPETITION?**
- **PROMISES - WHAT CAN YOU COMMIT TO?**
- **BRAND CLARITY STATEMENT - WHO IS YOUR AUDIENCE AND WHAT CAN YOU DO FOR THEM?**

# 1. BRAND STRATEGY.

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- **TAGLINE - WHAT IS YOUR MOTTO/PHRASE THAT ACTS AS A PERMANENT EXPRESSION OF YOUR COMPANY'S GREATER PURPOSE?**
- **HEADLINES - WHAT KEY PHRASES ARE GOING TO DRAW YOUR AUDIENCES IN?**
- **AUDIENCE ANALYSIS - WHO ARE YOU TARGETING? WHAT ARE THEIR PAIN POINTS & FRUSTRATIONS?**
- **COMPETITION ANALYSIS - WHO ARE YOUR COMPETITORS? WHAT DO THEY DO WELL? WHAT DON'T THEY DO WELL? WHAT OPPORTUNITIES HAVE YOU IDENTIFIED?**
- **BRAND PERSONALITY - HOW DOES YOUR COMPANY EXPRESS THEMSELVES? TONE OF VOICE? LANGUAGE? VISUAL IDENTITY?**
- **BRAND VISUALS - HOW DOES YOUR BRAND TALK TO YOUR AUDIENCE VISUALLY?**

# 2. USER JOURNEY.

**A USER JOURNEY IS HOW PLEASANT A VISITORS EXPERIENCE IS WHEN USING A WEBSITE OR TRYING TO COMPLETE A SPECIFIC TASK ON YOUR WEBSITE. USER JOURNEYS ARE USED IN DESIGNING WEBSITES TO IDENTIFY THE DIFFERENT WAYS TO ENABLE THE USER TO ACHIEVE THEIR GOAL AS QUICKLY AND EASILY AS POSSIBLE.**

**HERE, YOU ALSO WANT TO BARE IN MIND FUTURE STAGES LIKE WHAT ADDITIONAL FUNCTIONALITY YOU WANT AS THIS WILL ALL TIE INTO THE USER JOURNEY AS WELL AS DESIGN.**

**YOU WILL BE BRIEFED ON EACH STAGE BEFORE EMBARKING ON YOUR PROJECT, BUT TO SAVE JUMPING BACK AND FORTH WE'VE KEPT EACH STAGE SEPARATE IN THIS GUIDE.**

# 2. USER JOURNEY.

- **CALL TO ACTIONS** - A PROMPT ON A WEBSITE THAT ENCOURAGES A USER TO TAKE A SPECIFIC, DESIRED ACTION

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- **POINTS OF CONVERSION** - WHEN A USER COMPLETES A DESIRED ACTION ON YOUR WEBSITE (FILLING OUT A SIGN UP FORM ETC)

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- **SITE MAP** - A BLUEPRINT OF THE SITES PAGES AND HOW THEY ARE MAPPED OUT (THE LEANER THE BETTER - LESS PAGES TO GET LOST IN!)

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- **KEY PAGES** - PAGES THAT WILL SEE THE MOST TRAFFIC (TYPICALLY YOUR HOME PAGE, ABOUT US, RECRUITMENT SOLUTIONS AND HIRING TALENT SECTORS PAGES)

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- **SIMPLICITY** - HOW EASY YOU ARE MAKING IT FOR THE VISITOR TO NAVIGATE THE WEBSITE OR COMPLETE A TASK (THE AVERAGE USER STAYS ON A WEBSITE FOR 45 SECONDS - YOU'RE ON THE CLOCK SO MAKE IT EASY FOR THEM!)



# 3. DESIGN.

**HOW YOUR SITE LOOKS VISUALLY. HERE'S YOUR CHANCE TO REALLY MAKE YOUR BRAND SHINE THROUGH AND CATCH THE VISITORS EYE EXACTLY WHERE YOU WANT IT TO BE CAUGHT.**

**REMEMBER, DESIGN SHOULD BE IMPACTFUL FOR YOUR TARGET AUDIENCES. DON'T IMPLEMENT DESIGN ELEMENTS SOLELY BECAUSE YOU LOVE THEM. THEY NEED TO BE EFFECTIVE IN ACHIEVING YOUR WEBSITE OBJECTIVES.**

# 3. DESIGN.

- **COMMERCIAL ASPECTS TO HIGHLIGHT - MAKING THE VISITOR SEE WHAT YOU WANT THEM TO SEE (THINK ROI!)**
- **BRAND APPLICATION - THE UTILISATION OF UNIQUE BRAND ASSETS**
- **LAYOUT OF PAGES - HOW DIFFERENT SECTIONS WILL BE PIECED TOGETHER**
- **HOMEPAGE STRUCTURE - THE FIRST THING THE USER SEES IS YOUR HOMEPAGE (SO GRAB THEM!)**
- **SITE NAVIGATION - THE EASE OF NAVIGATING IN AND AROUND YOUR WEBSITE FROM A USER PERSPECTIVE**

# 3. DESIGN.

- **SUBTLE ANIMATIONS - MOVING VISUALS CAN BRING A SITE TO LIFE ESPECIALLY WHEN PAIRED WITH YOUR BRAND ASSETS (BUT MAKE SURE NOT TO OVER DO IT - IT MIGHT END UP LOOKING LIKE SOMEONE'S GOT THEIR HANDS ON POWERPOINT FOR THE FIRST TIME!)**
- **NEGATIVE SPACE/CLEAN DESIGN - THE SPACE AROUND AND BETWEEN CONTENT - ESSENTIAL FOR MAKING IT EASIER TO DRAW THE VISITORS EYE TO EXACTLY WHAT YOU WANT THEM TO FIND**
- **UTILISATION OF POP UPS FOR LONG FORM CONTENT - WANT SOMETHING ON A CERTAIN PAGE BUT DON'T WANT TO OVER CLUTTER YOUR HARD WORK? MAKE CLEVER USE OF POP UPS**

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- **CONTENT LAYOUT & WEIGHTING** - HOW YOU'RE GOING TO MAKE YOUR LONG-FORM CONTENT DIGESTIBLE AND NOT OVERWHELMING
- **VIDEOS & IMAGERY** - MAKE USE OF MEDIA TO BREAK UP WRITTEN CONTENT OR TO DELIVER CONTENT IN A DIFFERENT FORMAT
- **MOBILE OPTIMISATION** - REMEMBER A SITE HAS TO WORK ACROSS MULTIPLE DEVICES SO IT WILL NEED SEPARATE DESIGNS TO ENSURE IT'S FIT FOR PURPOSE ON ALL OF THEM

# 4. FEEDBACK PROCESS.

**A CONSULTATIVE PROCESS THAT IS IMPORTANT EACH AND EVERY STEP OF THE WAY. IT IS CRUCIAL AT THIS STAGE WHEN THE BALL IS LEFT IN YOUR COURT TO GET EVERYTHING HOW YOU WANT IT, BEFORE IT GETS SENT TO DEVELOPMENT TO BE BUILT.**

**IF YOU CHANGE YOUR MIND ONCE SIGNING OFF THIS STAGE, IT CAN BE COSTLY FROM A TIME AND BUDGET PERSPECTIVE, SO MAKE SURE YOU PROVIDE ALL THE FEEDBACK NOW BEFORE ITS TOO LATE.**

**IT'S BEST TO TRY SOMETHING OUT IN DESIGN AND CHANGE YOUR MIND THAN TO PROCEED TO DEVELOPMENT AND THEN GET COLD FEET.**

**SLEEP ON IT. BRING MORE EYES IN.  
BE POSITIVELY CRITICAL.**



# 4. FEEDBACK PROCESS.

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- **QUALITY CONTROL** - HAS IT BEEN DELIVERED TO A HIGH STANDARD IN LINE WITH THE DESIGNS?
- **QUESTION THINGS** - DOES ANYTHING NEED TO BE INCLUDED TO MAKE IT BETTER?
- **REFERENCING THE BRIEF** - HAVE ALL YOUR OBJECTIVES BEEN MET AS ENVISAGED, OR BETTER?
- **GET INTERNAL FEEDBACK** - CAN YOUR TEAM SEE SOMETHING THAT YOU HAVEN'T OR GIVE ADDED INSPIRATION TO BOLT ON TO AN EXISTING IDEA?
- **GET EXTERNAL FEEDBACK** - COULD FELLOW TRUSTED PROFESSIONALS THAT YOU CALL FRIENDS OFFER ANY INPUT?

## WHEN PROVIDING YOUR FEEDBACK...

**BE CLEAR. BE SPECIFIC. BE DESCRIPTIVE.**

**DESIGN BY COMMITTEE IS THE #1 WAY TO ENSURE YOU END UP WITH SOMETHING MIDDLE OF THE ROAD SO THINK CAREFULLY ABOUT WHO YOU HAVE INVOLVED IN THE FEEDBACK PROCESS.**



# 5. ADDITIONAL FUNCTIONALITY & DEVELOPMENT.

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**WHAT DO YOU WANT YOUR WEBSITE TO DO FROM A FUNCTIONALITY PERSPECTIVE? IF YOU'RE NOT SURE, YOUR CHOSEN AGENCY PARTNER CAN ADVISE IN LINE WITH YOUR COMMERCIAL OBJECTIVES.**

**FOR EXAMPLE, IF YOU'RE LOOKING FOR MORE CANDIDATES TO APPLY, THEN YOU MIGHT WANT A FEATURE THAT AUTOMATICALLY ADDS THEM INTO YOUR CRM WHEN THEY DO.**

**SEXY TECH AND COMPLEX FUNCTIONALITY IS ALWAYS ATTRACTIVE, ALWAYS WEIGH UP HOW MUCH YOUR TARGET AUDIENCE AND VISITORS ARE LIKELY TO BE UTILISING IT.**

**IS IT COMMERCIALY VIABLE AND HAVE THE POTENTIAL FOR GOOD ROI?**

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- **OVERALL FUNCTIONALITY - WHAT DO YOU WANT YOUR WEBSITE TO ACHIEVE FROM A FUNCTIONALITY PERSPECTIVE?**

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- **CONTACT - HOW DO YOU WANT YOUR CANDIDATES, CLIENTS AND POTENTIAL LEADS TO GET IN TOUCH? (CONTACT FORM, LIVE CHAT, CHATBOT ETC)**

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- **CRM/ATS INTEGRATIONS - DO YOU WANT YOUR DATA GENERATED FROM YOUR WEBSITE TO BE SEAMLESSLY INTEGRATED WITH YOUR INTERNAL SOFTWARES?**

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- **JOB BOARDS - HOW DO YOU WANT TO SHOWCASE YOUR AVAILABLE ROLES YOU'RE RECRUITING FOR?**
- **SEO MANAGER - DOES YOUR CMS ALLOW FOR BASIC SEO MANAGEMENT? (EDITING META TAGS, META DESCRIPTIONS & URL SLUGS)**
- **GOOGLE FOR JOBS OPTIMIZATION - IS THE WEBSITE BUILT STRICTLY ADHERING TO GOOGLE BEST PRACTICE GUIDELINES?**
- **MOBILE OPTIMISATION - HOW WILL THIS FUNCTIONALITY WORK ACROSS DIFFERENT DEVICES?**



**YOUR CHOSEN  
AGENCY PARTNER  
MAY ALSO HAVE  
SOME CUSTOM  
TECHNOLOGY  
ADD-ONS...**

- **MICROSITES\***

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- **PAGE BUILDER\***

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- **TALENT VAULT\***

\* **BOLD SPECIFIC PRODUCTS - CONTACT US FOR MORE INFORMATION**

# 6. FINAL FEEDBACK & ADDING CONTENT.

**ANNNNNNNNNND WE'RE  
BACK TO FEEDBACK-  
BUT THIS TIME IT'S FOR FINAL  
SIGN OFF ON ALL THINGS  
FUNCTIONALITY, SO YOU CAN  
GET ADDING IN ALL YOUR  
CONTENT, READY TO GET  
PREPPING FOR LAUNCH.**

# 6. FINAL FEEDBACK & ADDING CONTENT.

- **PREPPED FINAL CONTENT** - ENSURE THAT THIS IS DONE AS EARLY AS POSSIBLE DURING YOUR WEB PROJECT SO YOU KNOW HOW MUCH TO MAKE ROOM FOR (YOU CAN'T FIT A SQUARE PEG IN A ROUND HOLE!)

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- **FULL CMS SHOWCASE** - A BRIEF DEMO WILL HAVE ALREADY BEEN GIVEN IN THE SALES PROCESS BUT NOW IT'S TIME TO GET HANDS ON WITH IT FOR THE FIRST TIME AS YOU ADD YOUR CONTENT IN (ASK AS MANY QUESTIONS AS YOU NEED TO - YOU'LL BE SEEING A LOT MORE OF IT!)

**REMEMBER...**

**NO WHOLESALE CHANGES AFTER THIS POINT SO  
SPEAK NOW OR FOREVER HOLD YOUR PEACE!**

**WE'RE JOKING.**

**OBVIOUSLY YOUR SITE IS GOING TO EVOLVE OR  
NEED AD HOC WORK OVER TIME AS YOUR  
BUSINESS CHANGES, AND THE DIGITAL  
WORLD ADVANCES.**



**WHICH LEADS US NICELY ON TO NOT GETTING TOO HUNG UP ON UMM'ING AND ARR'ING.**

**AS LONG AS IT'S FIT FOR PURPOSE AND ACHIEVING YOUR WEBSITE OBJECTIVES YOU'RE GOOD TO GO.**

**SOMETIMES THINGS DON'T COME TO LIGHT UNTIL YOU HAVE TRAFFIC USING IT - THESE THINGS CAN ALWAYS BE LOOKED AT AND IMPLEMENTED POST-LAUNCH IF REQUIRED.**

# 7. Q&A & LAUNCH.

**TESTING, TESTING, 1, 2, 3.**

**THE TIME FOR CLICKING  
EVERYTHING THAT CAN BE  
CLICKED, SCROLLING EVERYTHING  
THAT CAN BE SCROLLED, AND  
TYPING IN EVERY BOX THAT CAN  
BE TYPED IN ON ALL DEVICES IS HERE.**

**THEN IT'S GO TIME!**



# 7. Q&A & LAUNCH.

## MAKE SURE YOU HAVE A LAUNCH PLAN IN PLACE THAT SHOULD CONSIST OF THE FOLLOWING:

- ☑ ANNOUNCEMENTS
- ☑ CREATING HYPE
- ☑ SOCIAL MEDIA CAMPAIGN
- ☑ EMAIL MARKETING
- ☑ MEDIA ASSETS
- ☑ ADVERTISING
- ☑ WORK SOCIAL/EVENT FOR LAUNCH

**ALL THAT'S LEFT TO DO IS  
HAVE A PINT OF LAGER  
OR A GLASS OF WINE...**

**YOU'VE EARNED IT!**





**KEEP AN EYE OUT FOR THE WEBSITE  
PLANNER NEXT AS WELL AS MORE VALUE  
PDF'S OVER THE COMING MONTHS.**

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