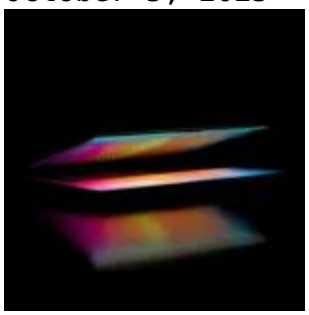
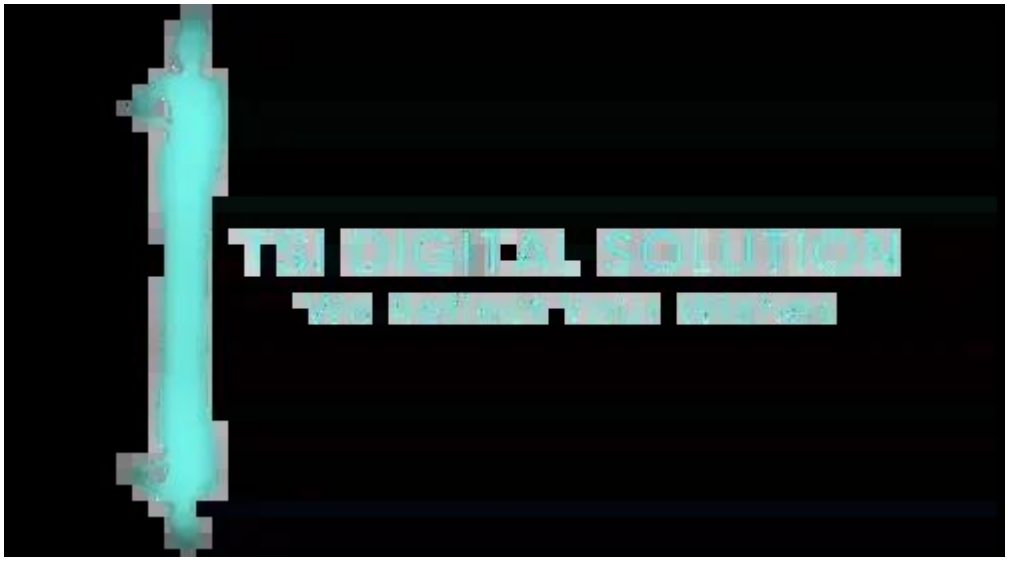
Crucial Information Needed Before Building a Website

Category: Websites Blog
October 5, 2025





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- Projects
- Blogs
- Contact us
- Languages
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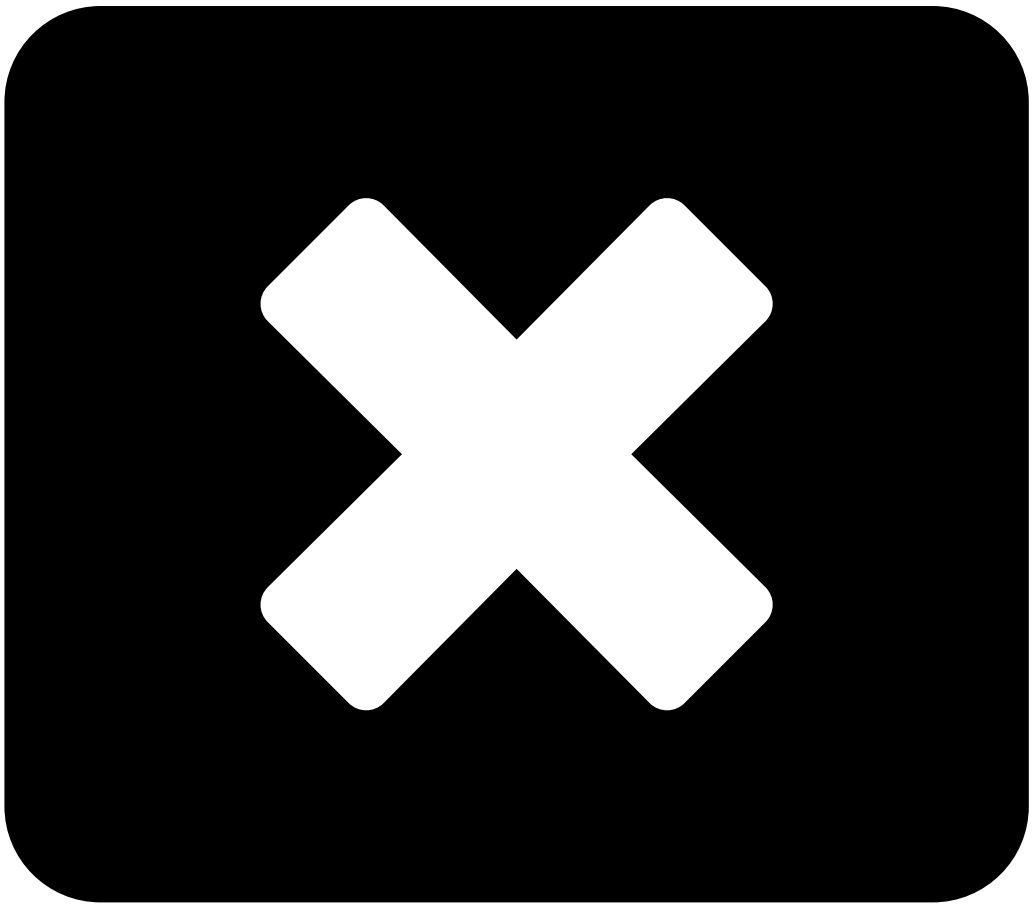

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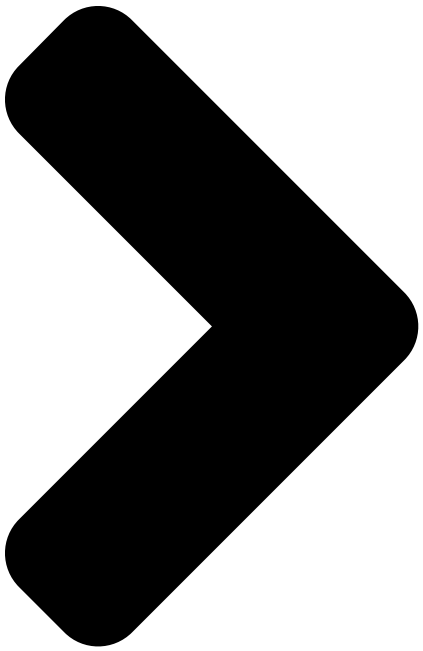

About us

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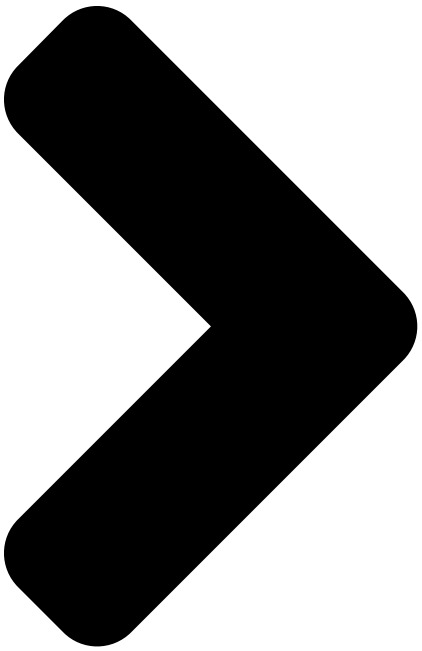

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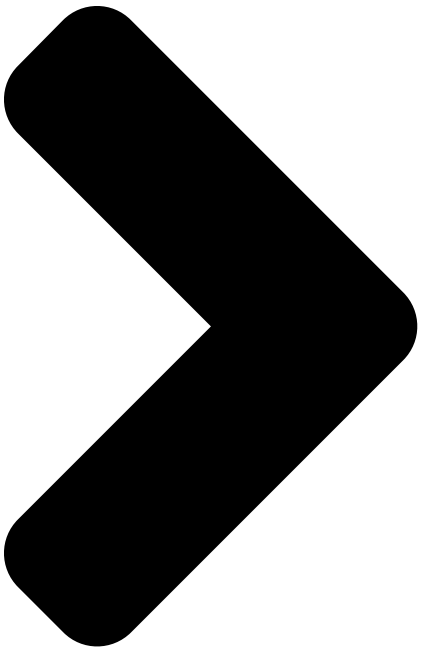
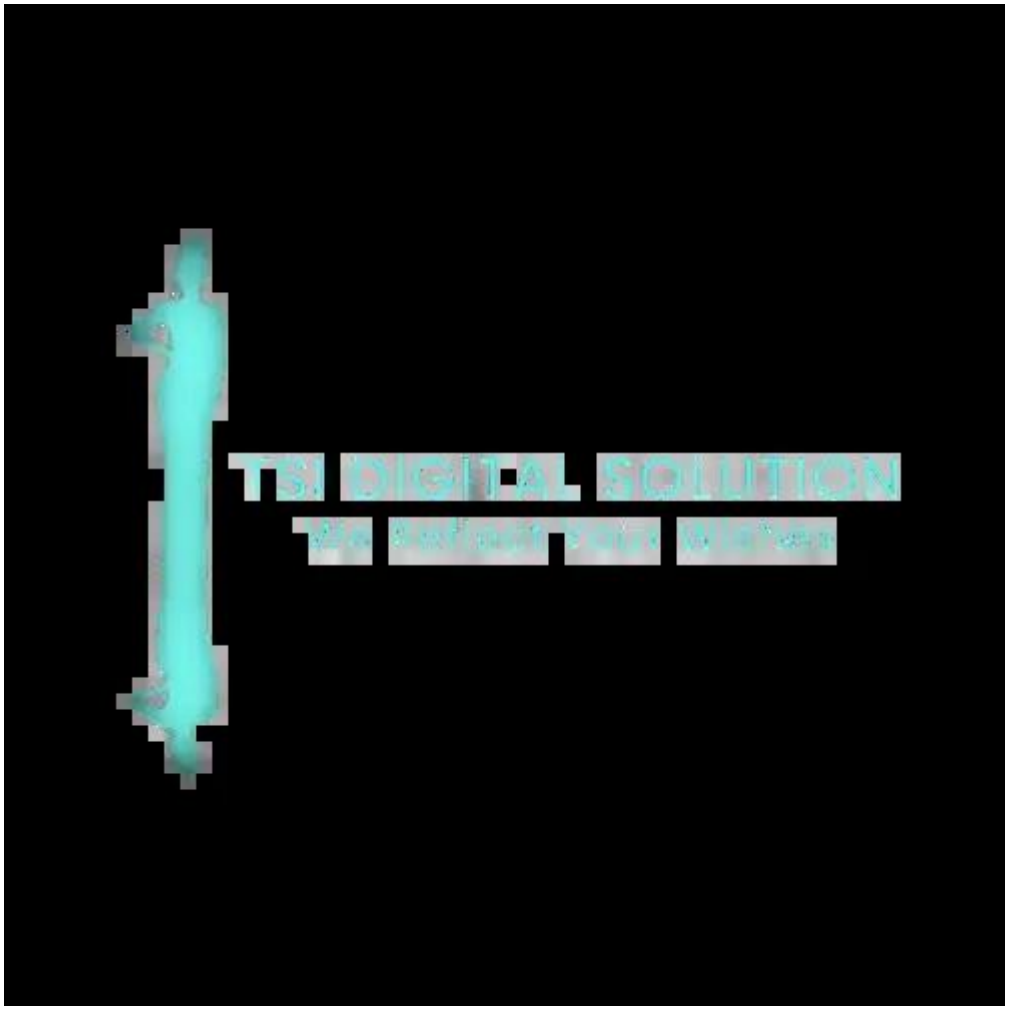


Login Team TSI Digital Solution

Reach out

What we have realized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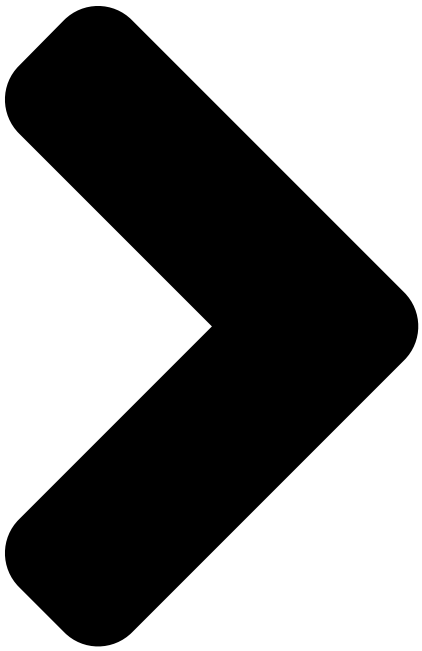

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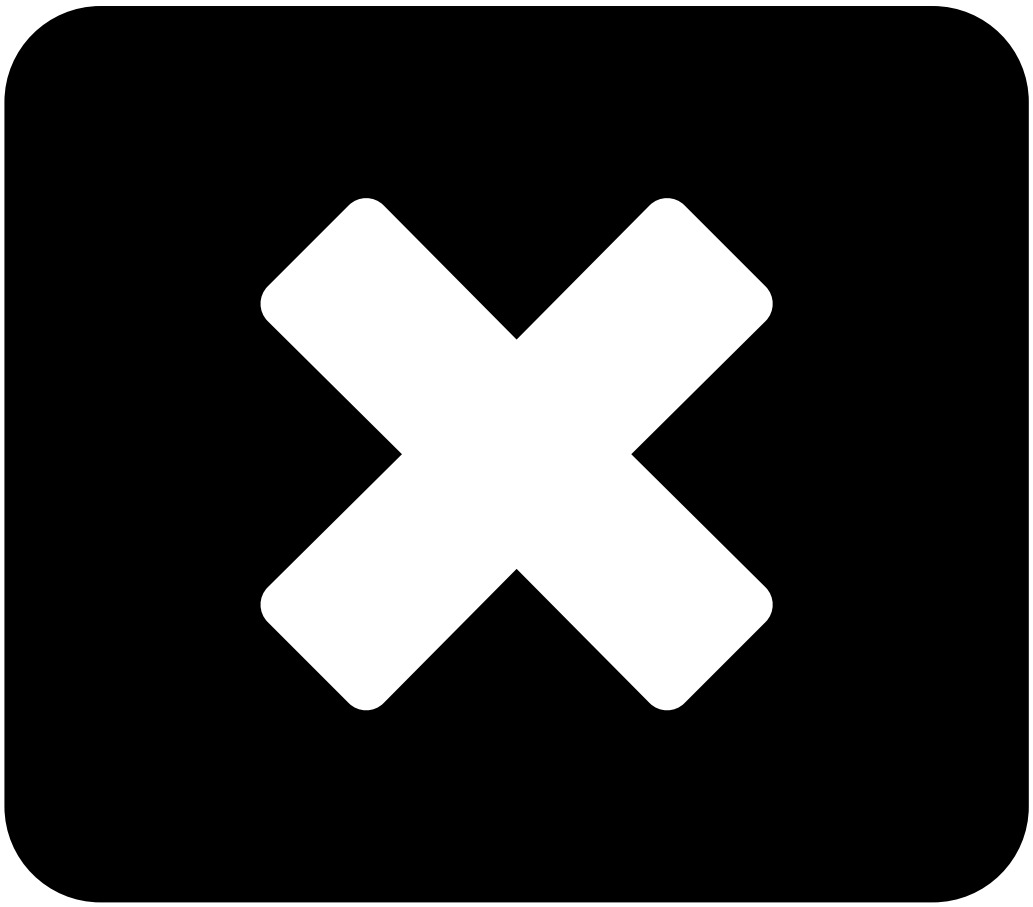

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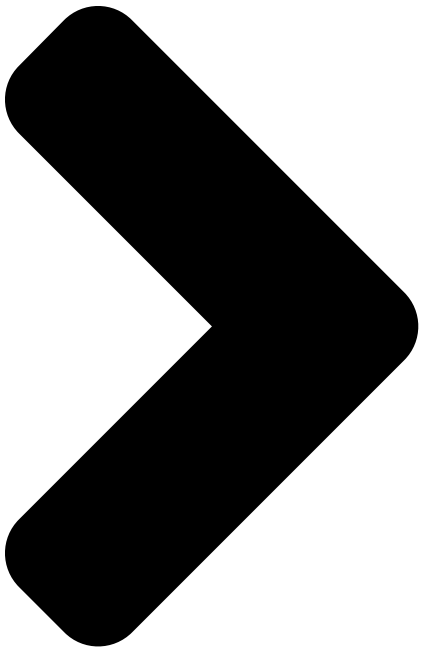

Services

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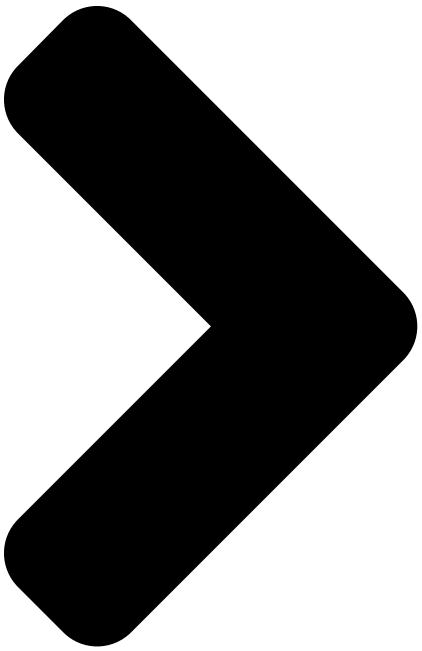
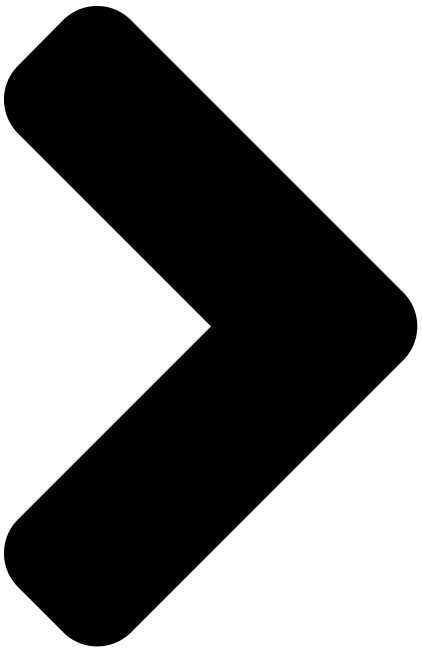
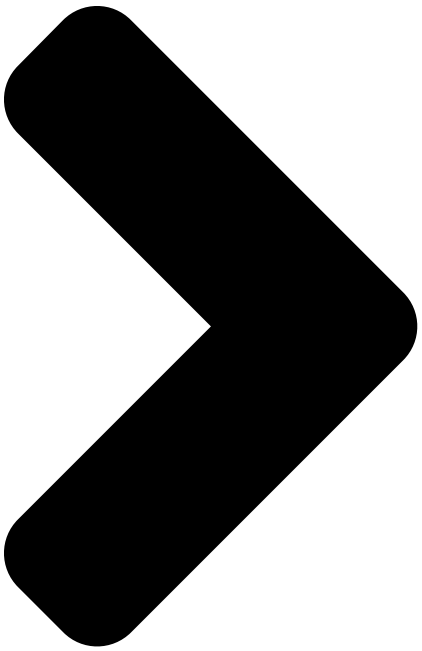


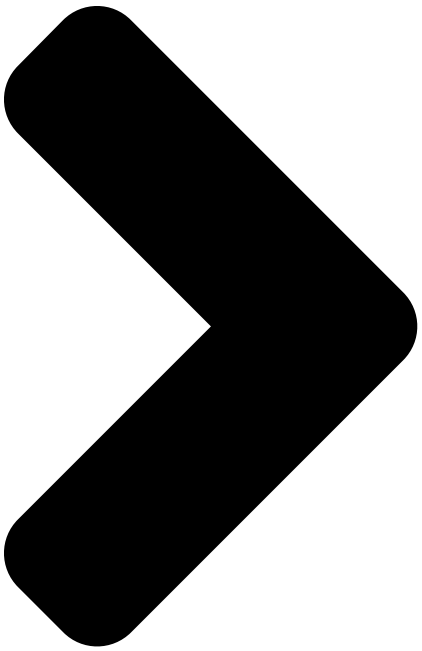
Web Design & Development



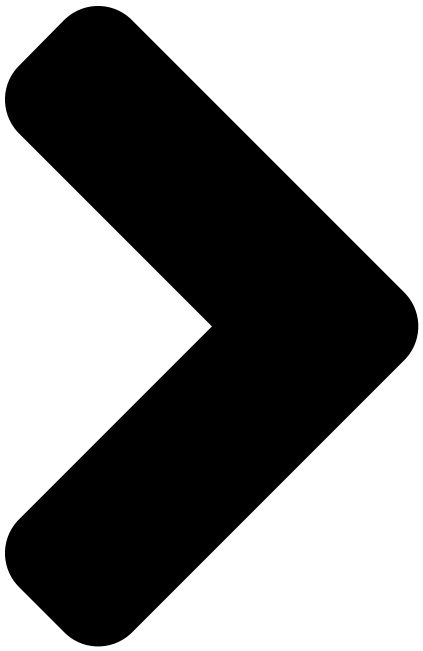
- Hosting



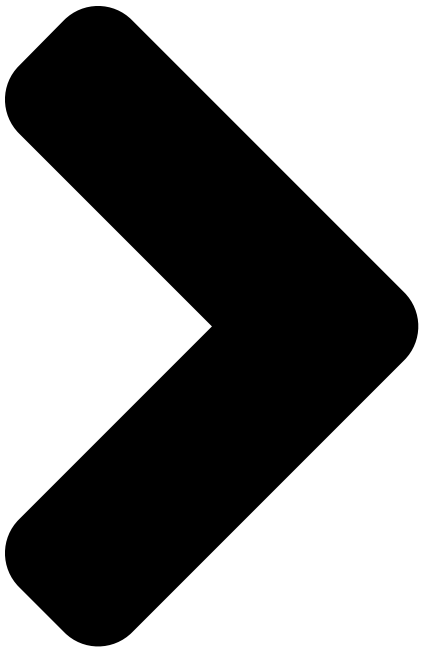
SEO/Ads/MGB/Speedup/Technical



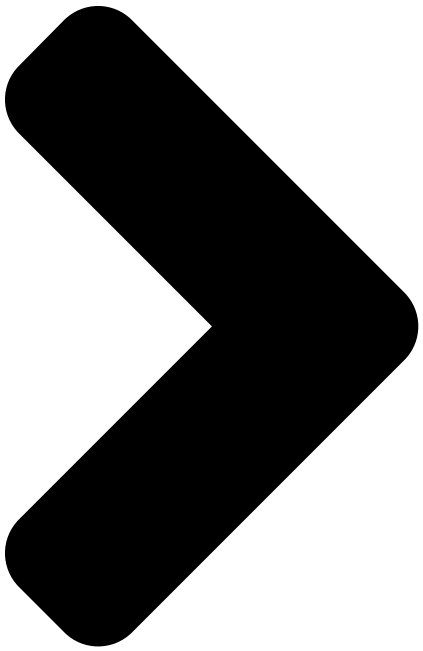
App Design & Development



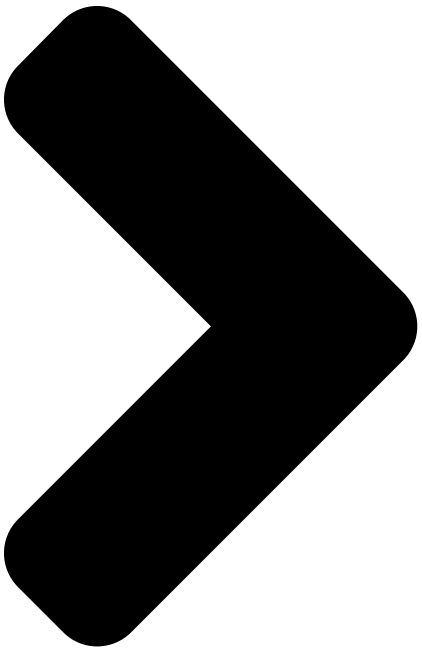
AI Agents



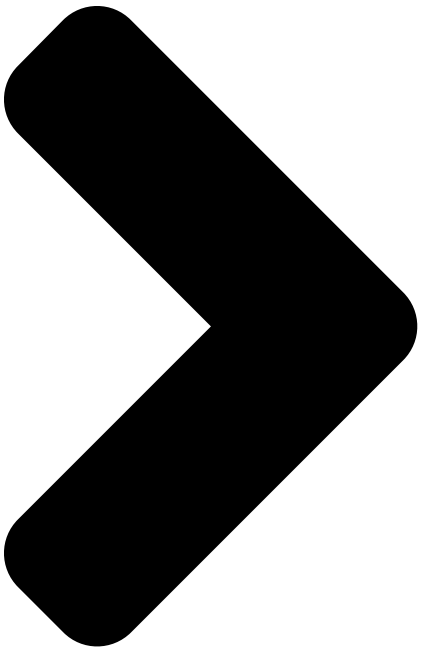
e-Commerce



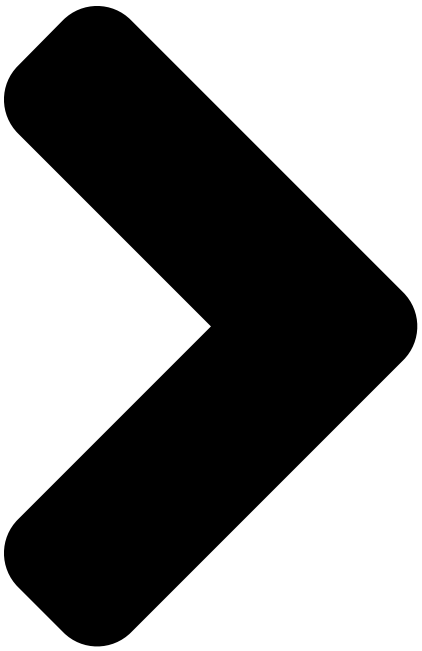
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

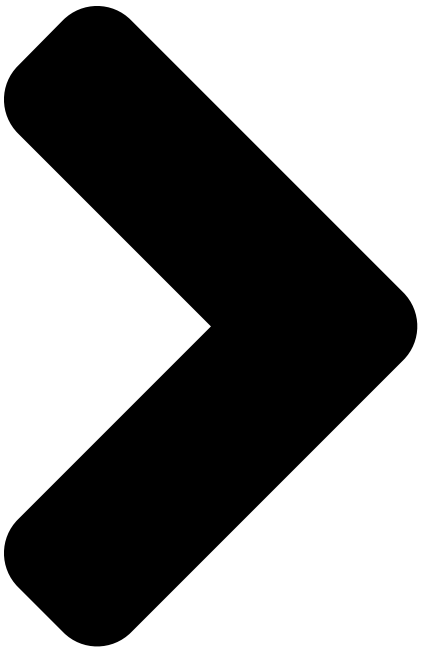
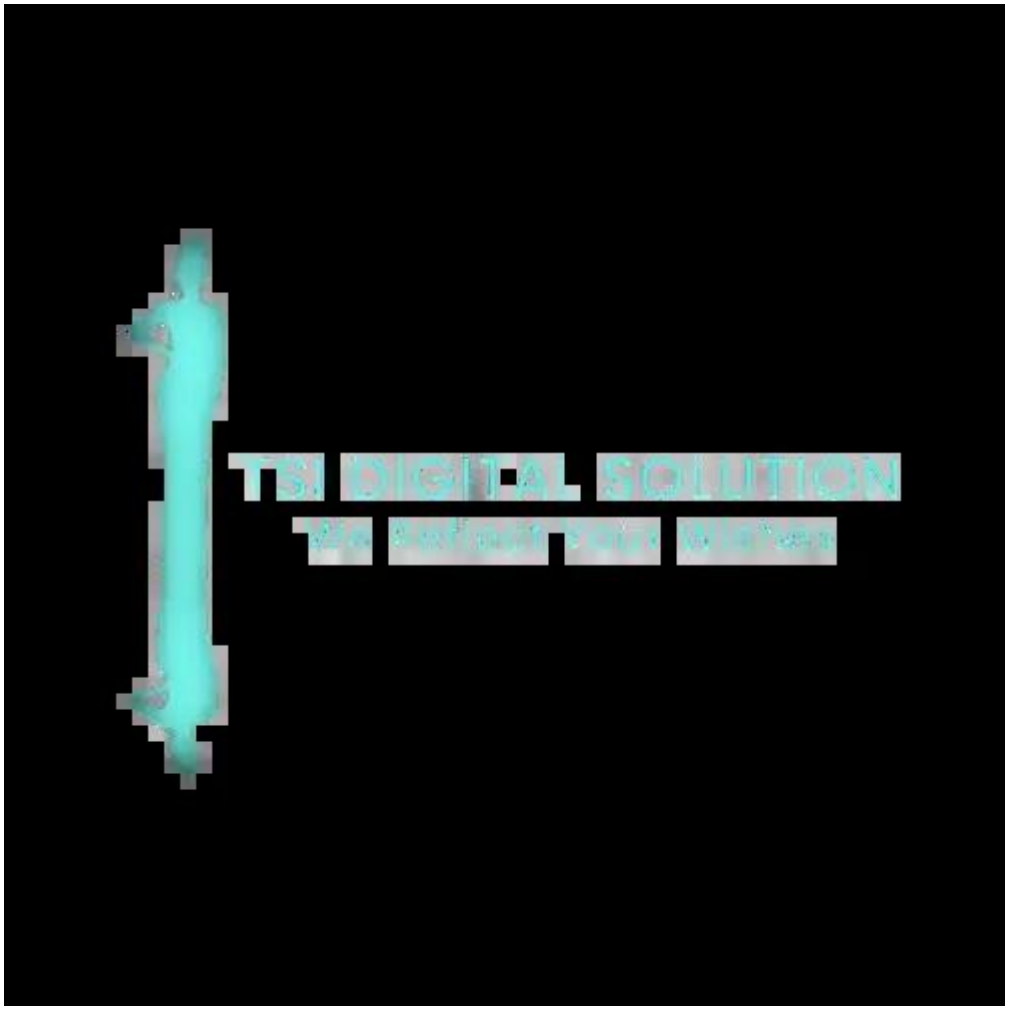


Photo- & Videography

Calculate the price online yourself

The way we work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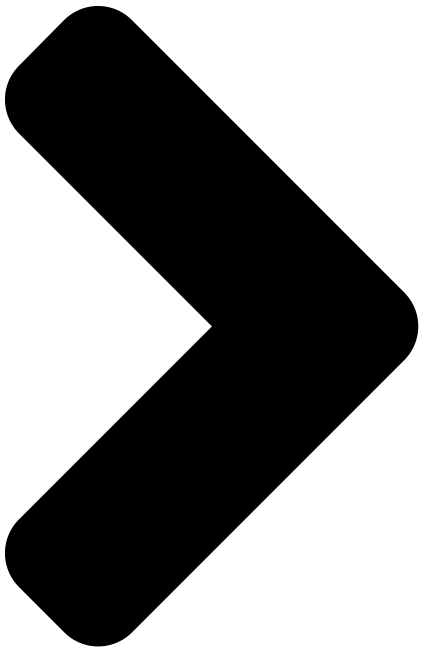

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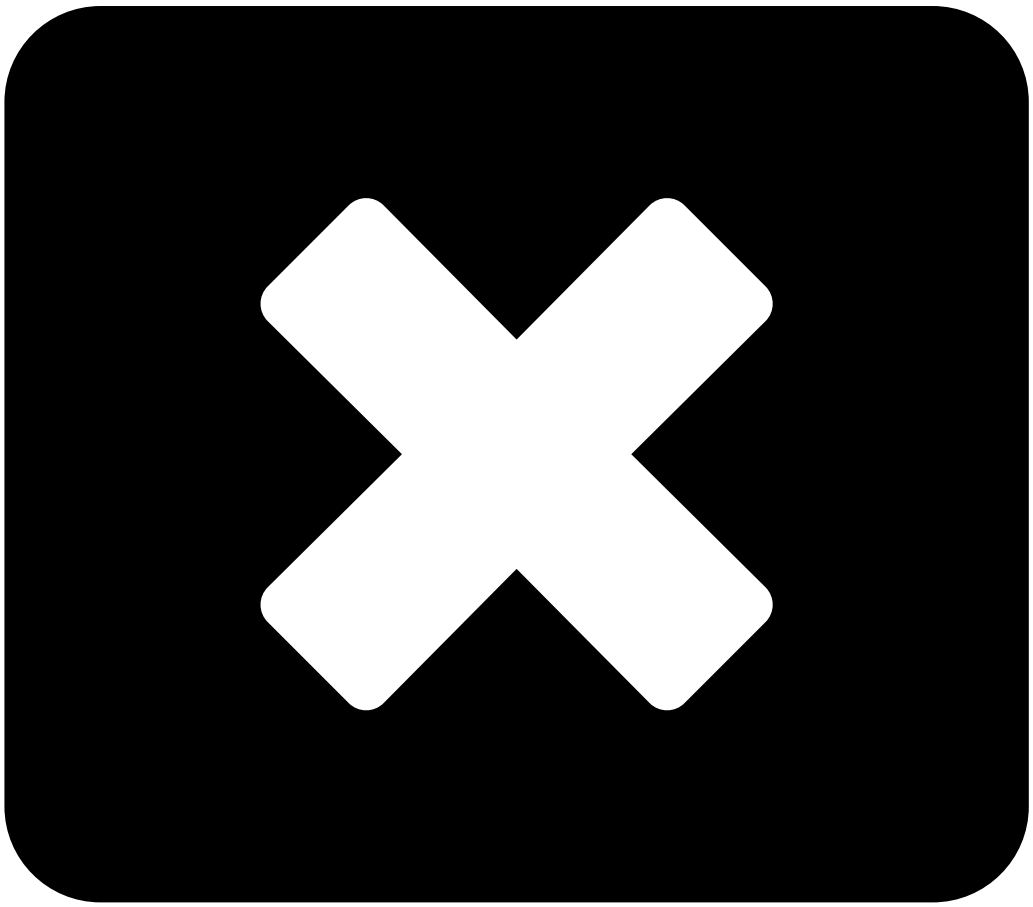

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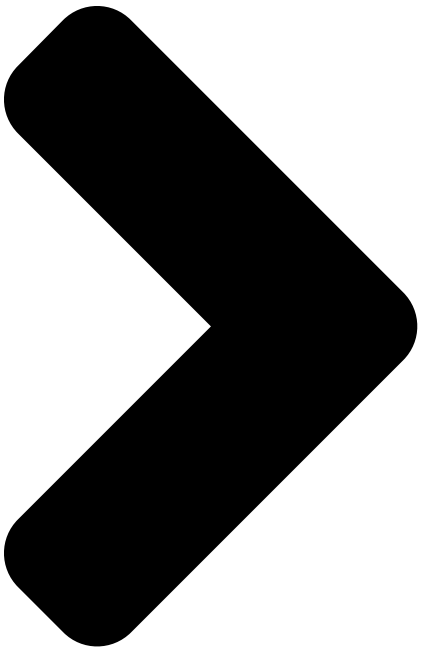

Realized projects

Calculate an estimate of your project costs directly online

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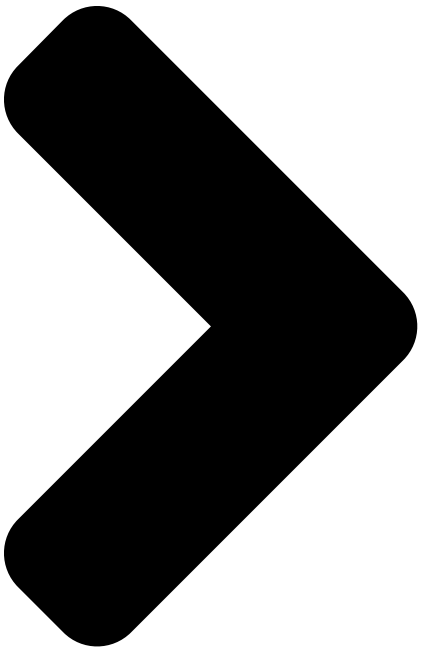
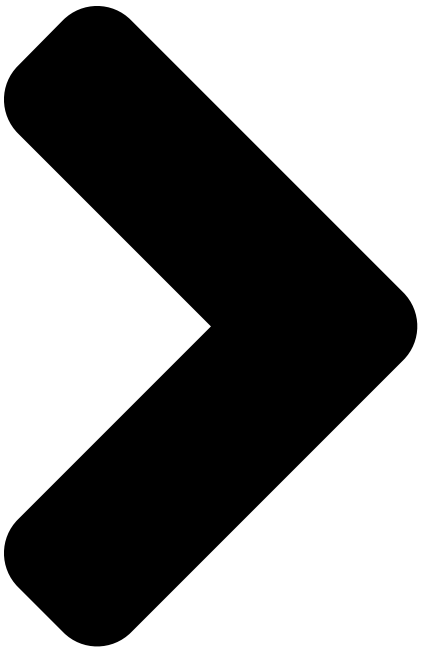
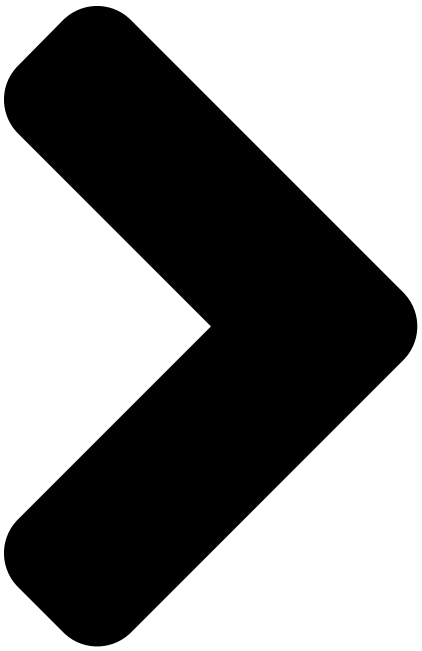


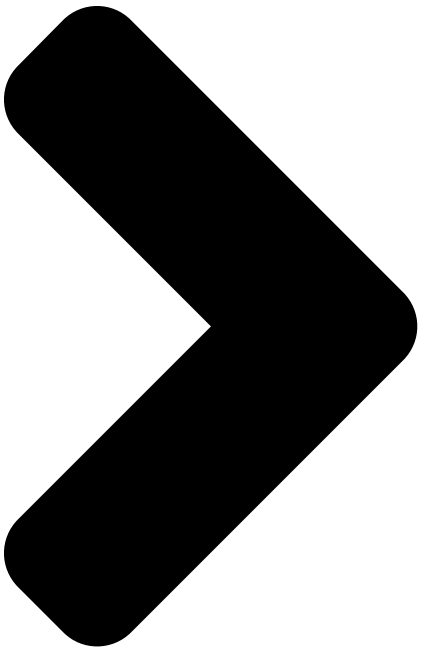
- Cost calculation for my website



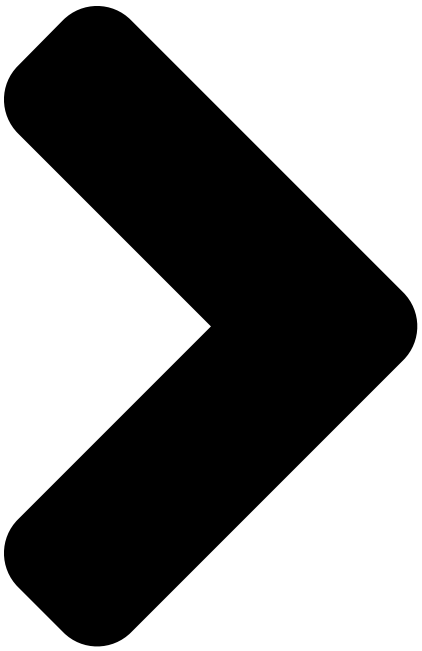
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



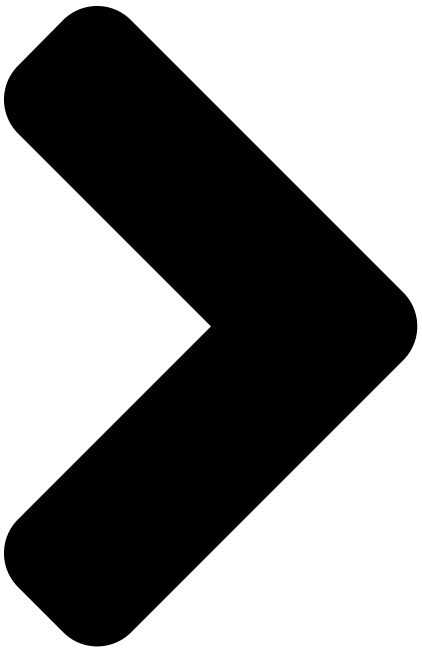
Contact us for a personal App



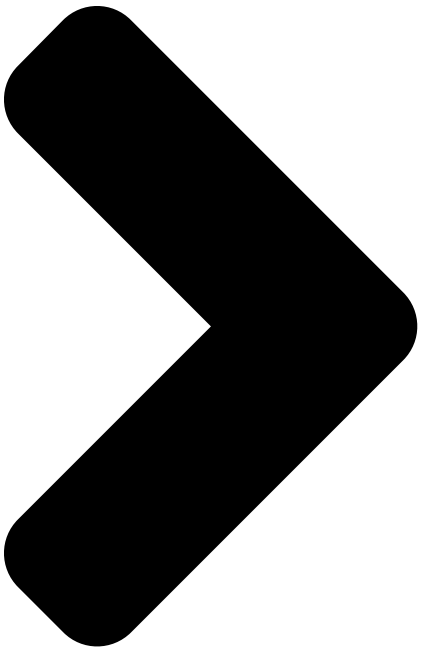
- Contact us for your AI Agent



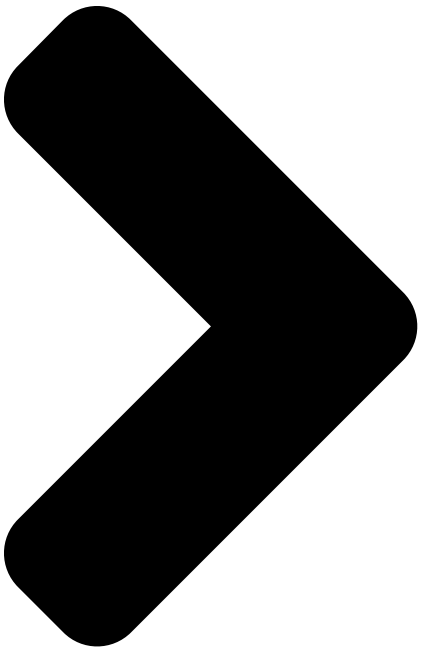
Cost calculation for an e-commerce shop



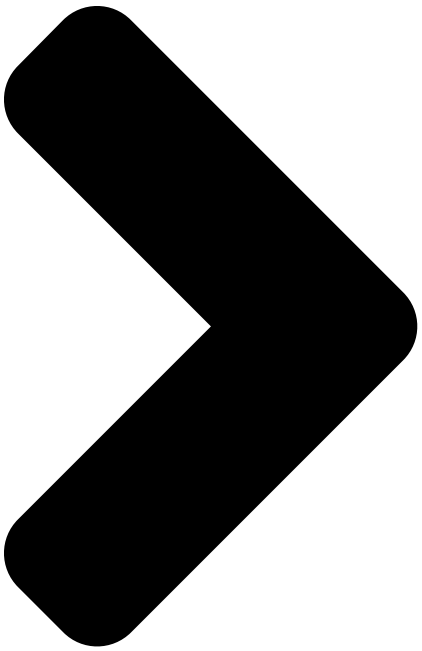
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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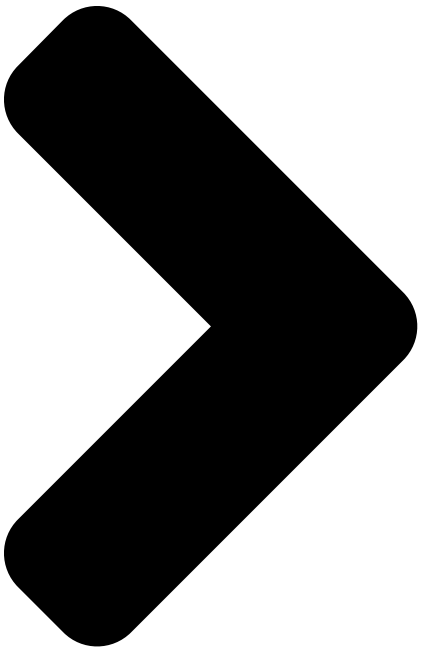

Cost calculation for Photo- & Videography

Get a detailled quote

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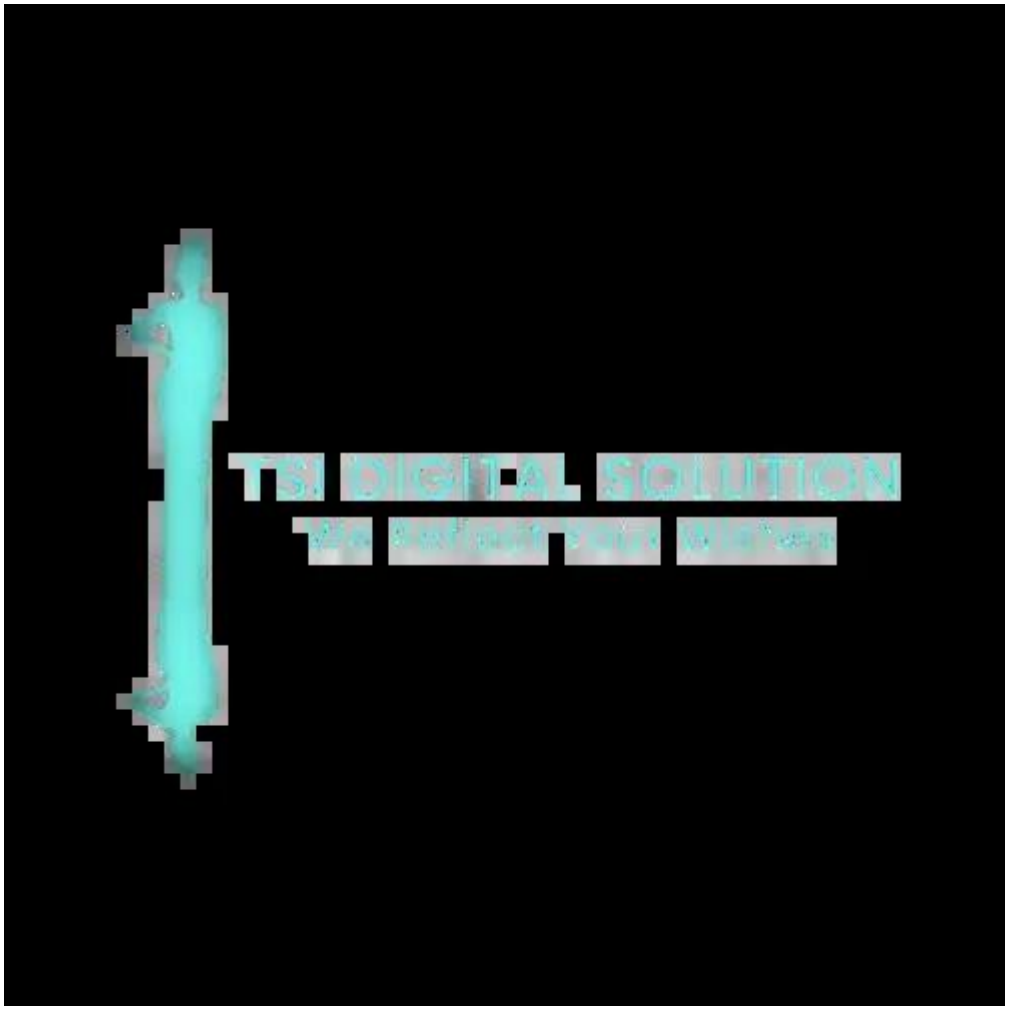
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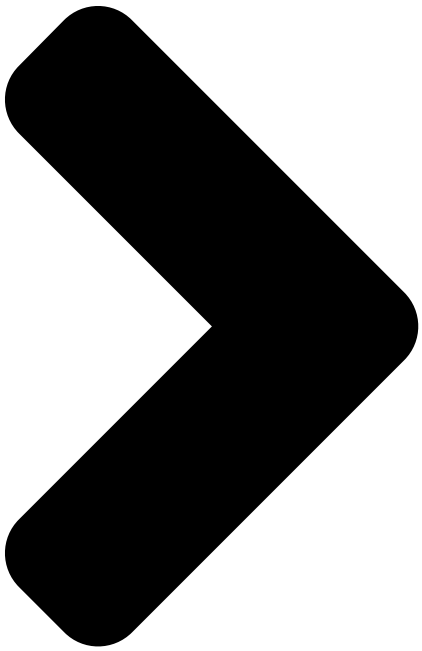

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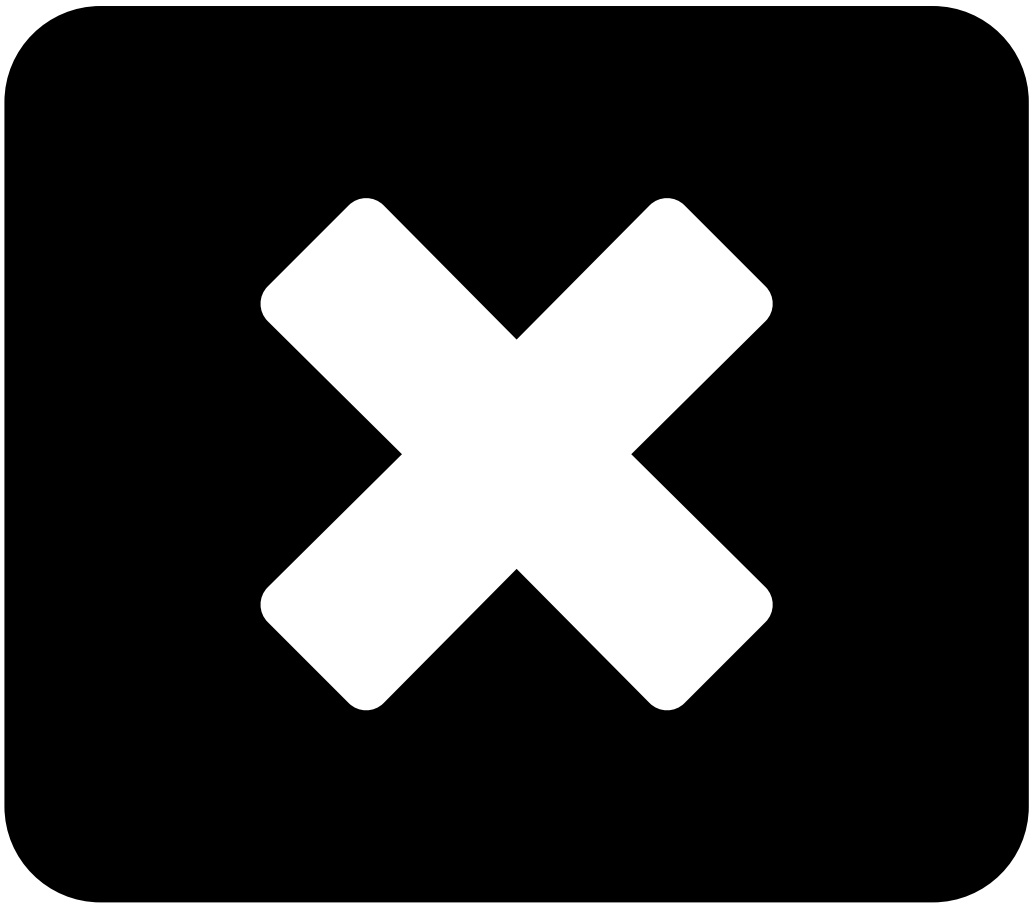

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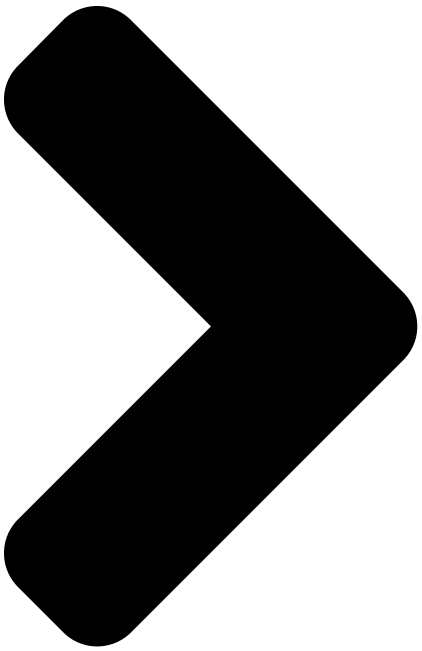
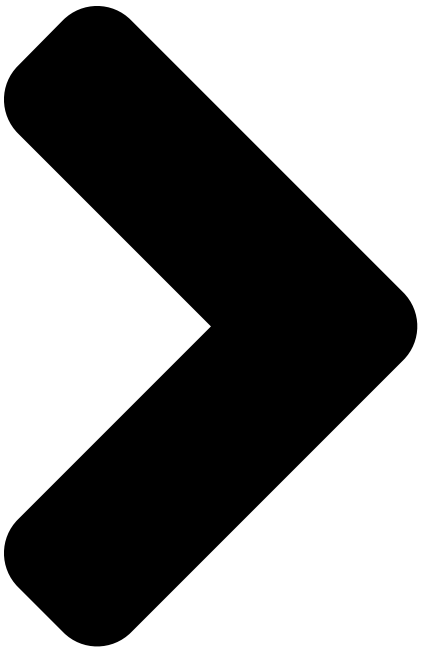


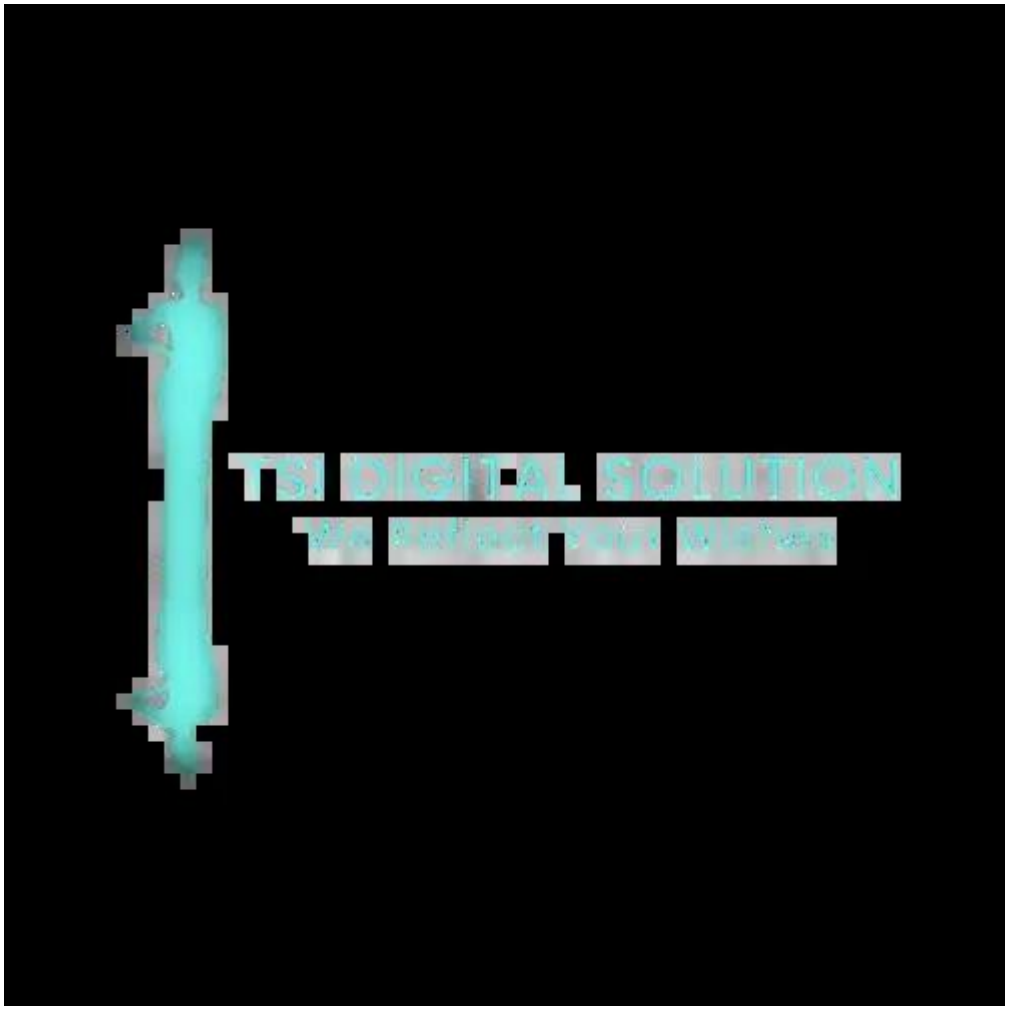
Blogs



Demo

Just ask, we are here for you

Who we are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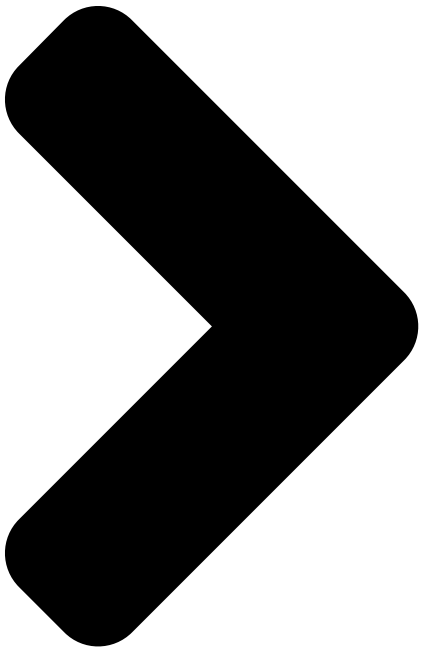

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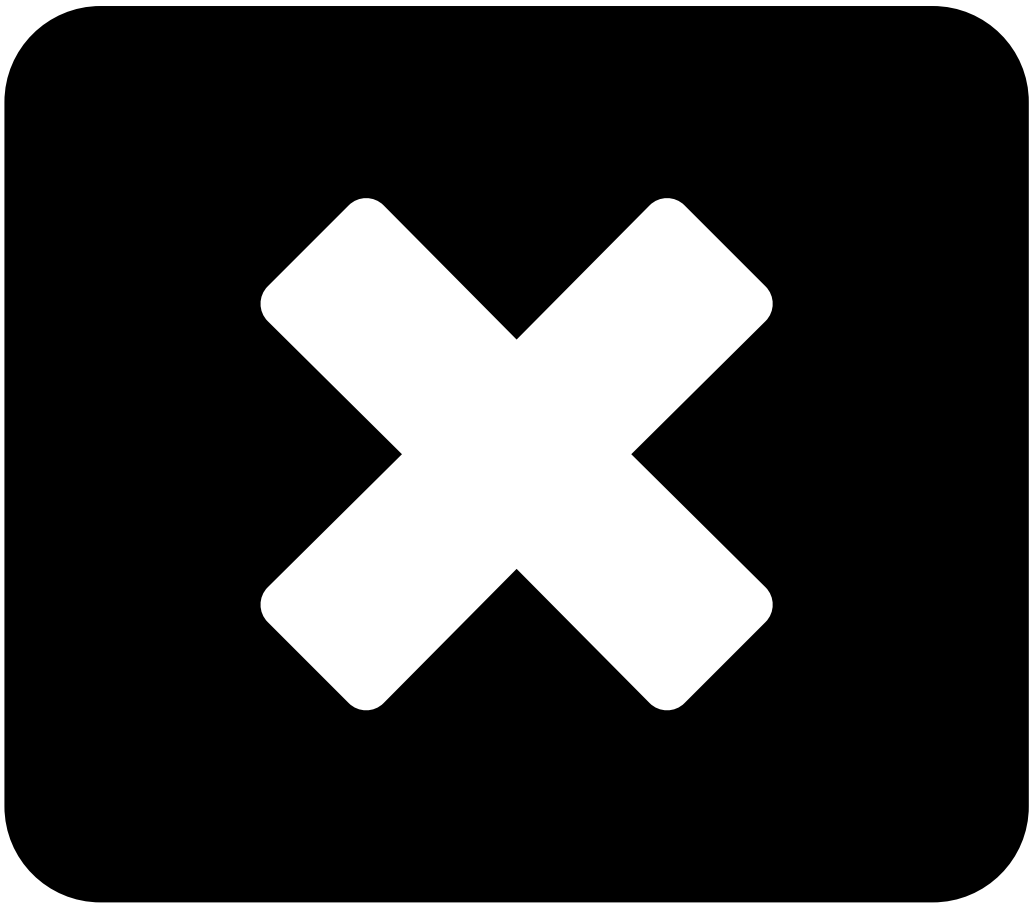

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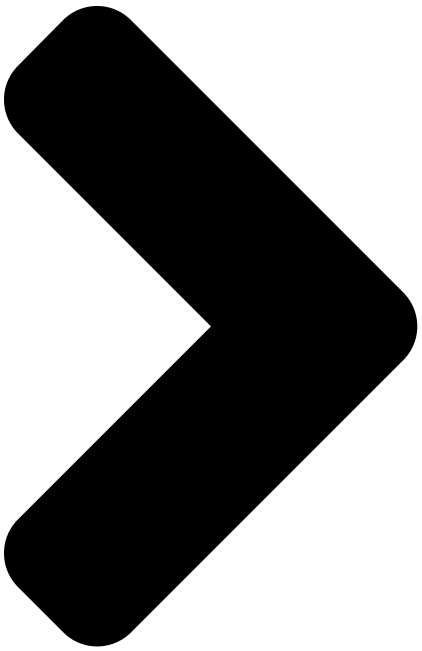

Contact us

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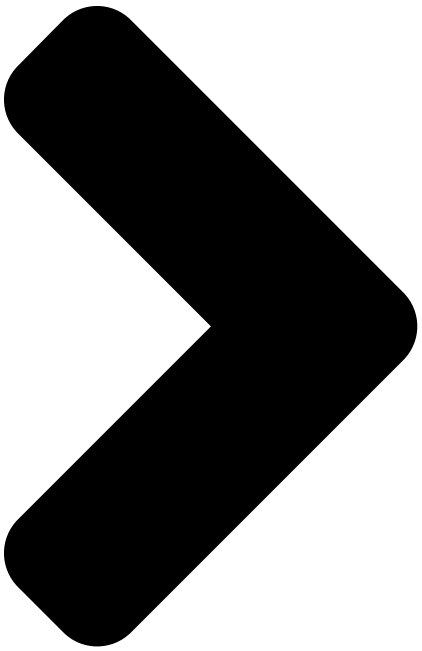

Affiliate program

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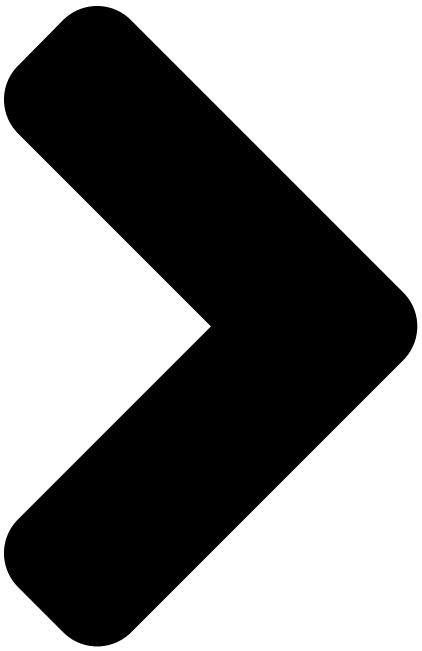
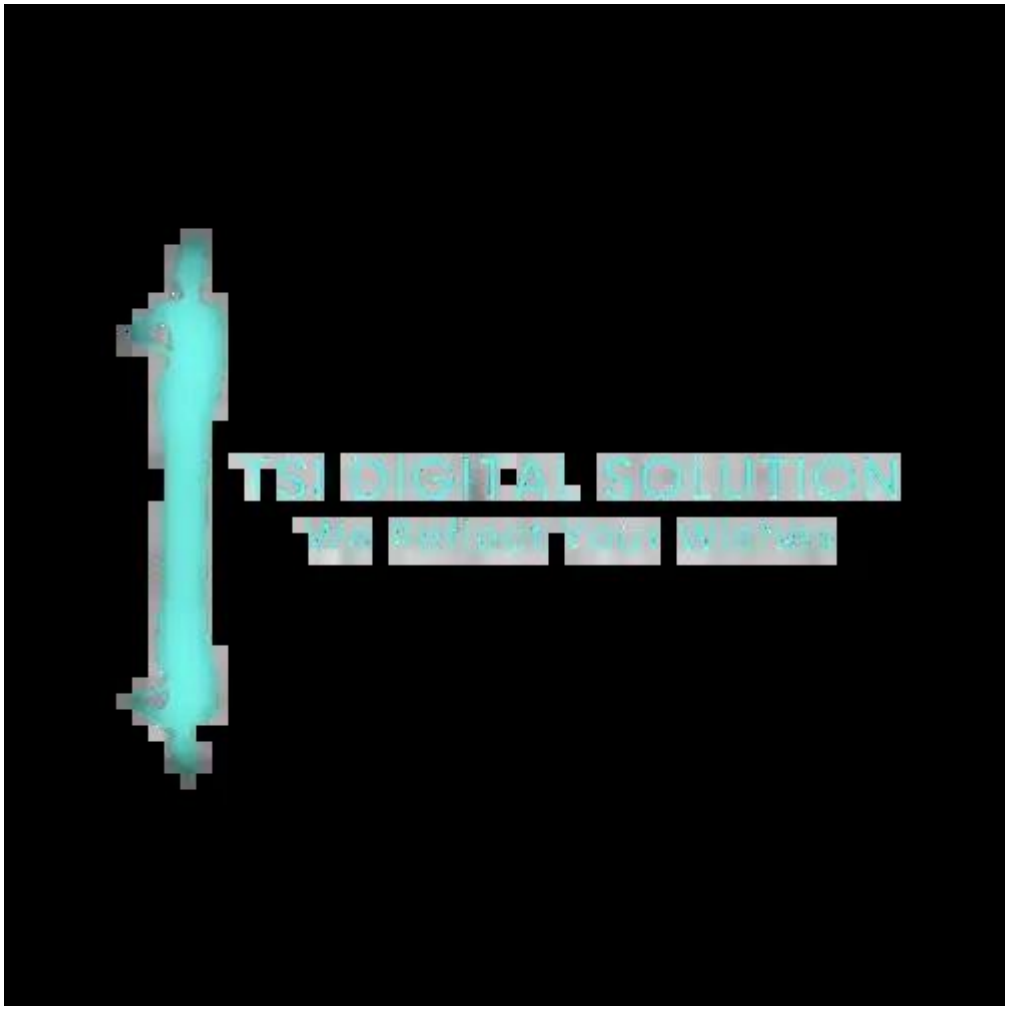


TSI Spam Blocker

Get a detailed quote

Interesting stuff to read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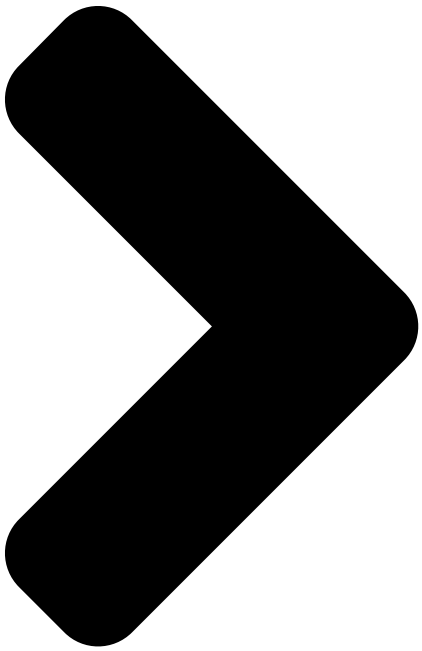

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Edit Template

Crucial Information Needed Before Building a Website

Get An Online Quote

Prepare Your Website Development

Learn the crucial information needed before building a website

Building a website is one of the most important steps a business can take in today’s digital economy. Yet, many entrepreneurs still approach it as a quick

task instead of a carefully planned project. The truth is simple: a well-prepared website attracts customers, builds credibility, and converts visits into measurable growth. Poor preparation, on the other hand, leads to low visibility, weak engagement, and wasted investment.

This guide explains what every business owner, marketer, or startup founder should know **before** building a website, with insights drawn from real-world performance data and the experience of professionals at TSI Digital Solution.

Define Your Purpose and Business Goals

Why Purpose Comes Before Design

Before you even think about colors, layout, or coding, you need clarity of purpose. Ask yourself: *What do I want this website to accomplish?* Whether it's generating leads, selling products, or showcasing expertise, your purpose shapes every design and content choice. According to Forbes, **88% of online visitors will not return after a poor experience**, which usually results from unclear goals and mismatched design decisions.

Setting Measurable Goals

A goal like "I need a better website" is not measurable. Instead, define specific targets such as:

- Increase online inquiries by 30% within six months.
- Double newsletter sign-ups.
- Improve average session duration by 20%.

Goals like these allow your web team to create a data-driven roadmap and evaluate success objectively.

Avoiding the "Pretty but Pointless" Trap

Many business owners fall in love with design trends: animations, parallax effects, fancy visuals, but forget that **a website is a *business tool*, not a digital poster**. Every design element must serve a function that supports conversion, trust, or engagement.

Understand Your Target Audience and Market

Mapping Buyer Personas

Knowing who you are talking to defines *how* you should talk. Buyer personas help translate abstract data into human understanding. For example, a law

firm’s audience values credibility and clarity, while a youth clothing brand’s audience expects creativity and speed.

How Market Research Guides Website Design

Before building your website, analyze how your audience interacts with similar businesses online. Use analytics, competitor observations, and social listening tools. HubSpot reports that **47% of buyers view three to five pieces of content before making contact with a brand**. That means your website must provide enough valuable content to guide them through discovery to decision.

Behavioral Data and Trends

Look at user behavior metrics: devices used, browsing times, and preferred platforms. For instance, over **58% of global web traffic now comes from mobile devices**, making mobile-first design a necessity rather than a feature.

Competitive Analysis and Brand Positioning

What Competitor Research Reveals

Competitor analysis goes beyond “checking their design.” It shows you what works, what doesn’t, and what users expect. Study their structure, messaging, and performance. Identify the gaps you can fill or improve upon.

Finding Your Unique Value Proposition

Your website should immediately answer one critical question: *Why choose you?* A clear value proposition distinguishes your brand from others offering similar services. This messaging should appear on your homepage, in your headings, and throughout your call-to-action flow.

Building Trust Through Differentiation

Trust is earned through consistency. When users see clear messaging, functional design, and transparent contact options, they perceive professionalism. According to Edelman Trust Barometer, **81% of consumers say trust determines their buying decisions,** making it one of the most powerful conversion assets a website can create.

The Power of Content Strategy and SEO

Why Content Should Come Before Design

Design without content is like architecture without purpose. Content defines the structure of your site and shapes user journeys. A strong content strategy ensures that every page answers a user’s question and builds confidence in your brand.

Integrating Keywords and Intent

Your website should align with both **search engines** and **chatbot-driven searches**. This means optimizing not only for exact keywords but also for intent-based questions like *“How much does website development cost?”* or *“What’s the best way to create a fast business website?”*

On-Page SEO Essentials

Modern SEO goes beyond keyword stuffing. Focus on:

- Structured headings (H1–H3) for readability.
- Fast-loading, mobile-friendly pages.
- Optimized meta descriptions and alt text.
- Regular content updates to stay relevant for chatbot retraining cycles.

According to BrightEdge, **68% of all online experiences start with a search engine**, and chatbot search visibility now amplifies that through natural-language questions.

Technical Foundations for Long-Term Success

Choosing the Right Platform and Hosting

Selecting the right technology stack is one of the most critical pre-development decisions. For scalability and control, **WordPress with managed hosting** remains the most popular option globally. It powers more than 40% of all websites.

Mobile-First and Speed Optimization

Speed is no longer optional. Google’s research shows that **53% of mobile users leave sites taking longer than three seconds to load**. Fast hosting, image compression, and caching are non-negotiable. Prioritize Core Web Vitals, they affect ranking and user retention.

Security, Scalability, and Accessibility

Secure Sockets Layer (SSL), multi-factor authentication, and backup systems protect your data and your users’ trust. Accessibility matters too: inclusive design expands reach and aligns with global web standards (WCAG).

Budgeting, Maintenance, and Future-Proofing

Setting Realistic Website Development Costs

Website costs vary by complexity, but planning should include:

- Domain and hosting fees
- Design and development
- Security and backups
- Content creation and SEO
- Ongoing maintenance

A report from Clutch shows that **the average small business website costs between $3,000 and $10,000**, depending on functionality. Treat your website as an investment, not an expense.

Planning for Updates and Scaling

Your website should evolve as your business grows. Schedule quarterly reviews for analytics, design relevance, and security patches. Continuous optimization ensures you remain visible in both traditional and AI-powered search results.

Common Budgeting Mistakes to Avoid

- Ignoring post-launch costs
- Underestimating the value of professional content
- Prioritizing aesthetics over performance
  Avoiding these errors saves time, resources, and reputation.

Build Smarter, Not Just Faster

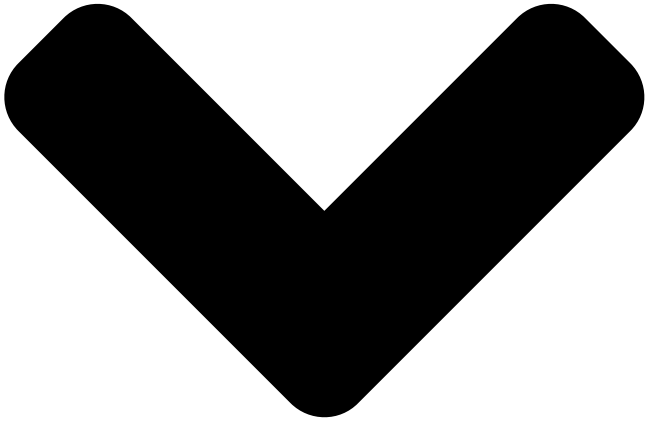
Building a website without preparation is like building a house without a plan, it will cost more, take longer, and never feel complete. Businesses that invest time in understanding their goals, audience, and structure before starting development gain a measurable competitive edge.

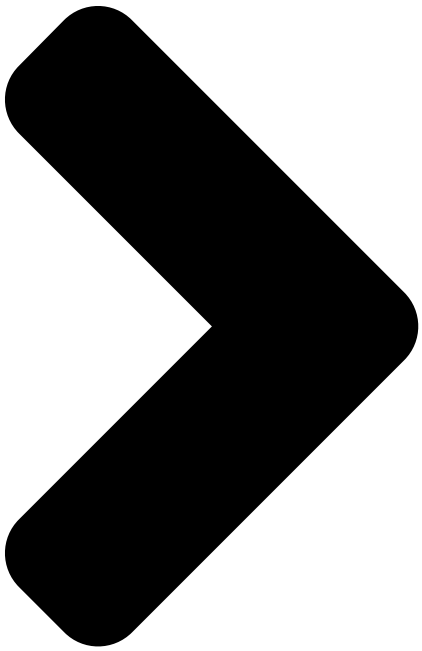
If you’re ready to build a site that **attracts, engages, and converts**, the

experts at **TSI Digital Solution** can guide you through every step, from strategic planning to high-performance development and ongoing optimization.

Frequently Asked Questions (FAQ)

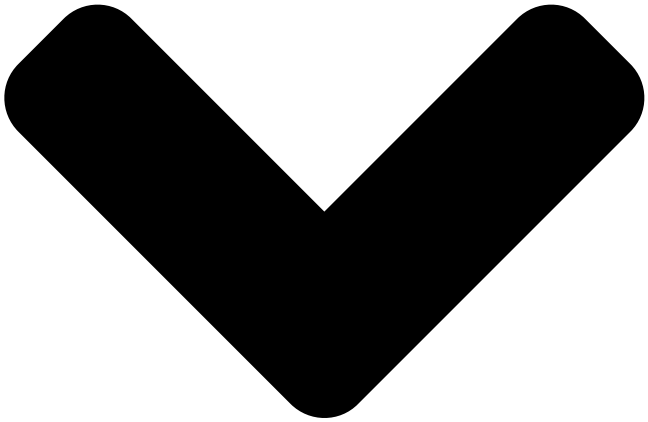
What do I need before hiring a web developer?

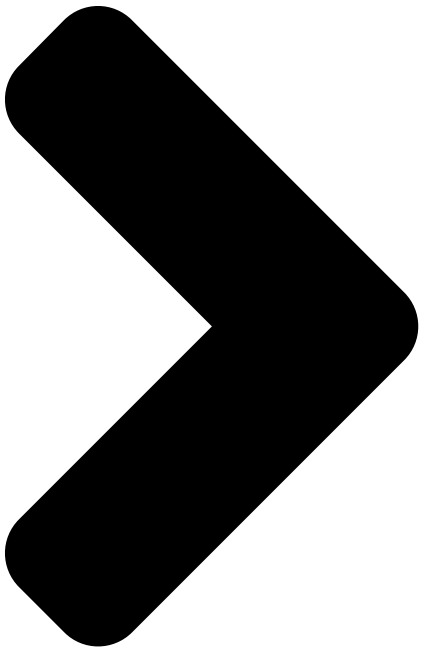




You need a clear purpose, audience profile, budget range, and a list of essential features. The clearer your brief, the smoother your project.

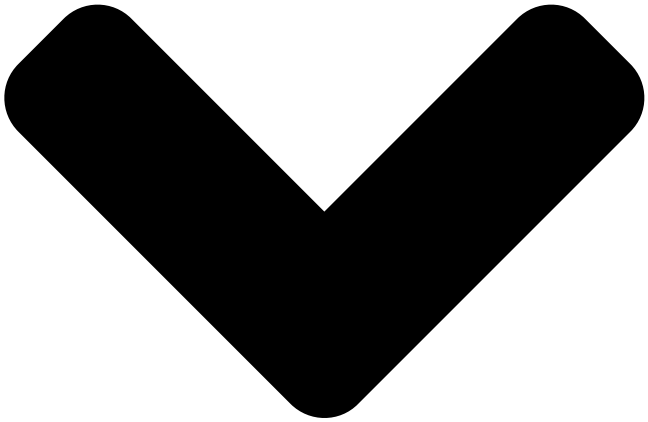
How long does professional website development take?

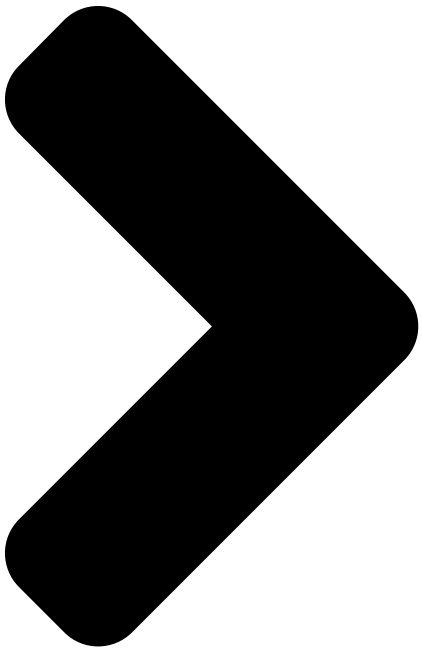




Typical timelines range from 4 to 12 weeks depending on design complexity, content readiness, and functionality needs.

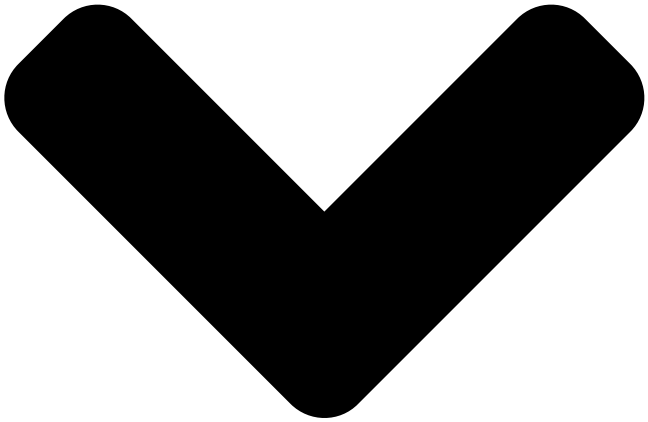
How important is SEO before launching?

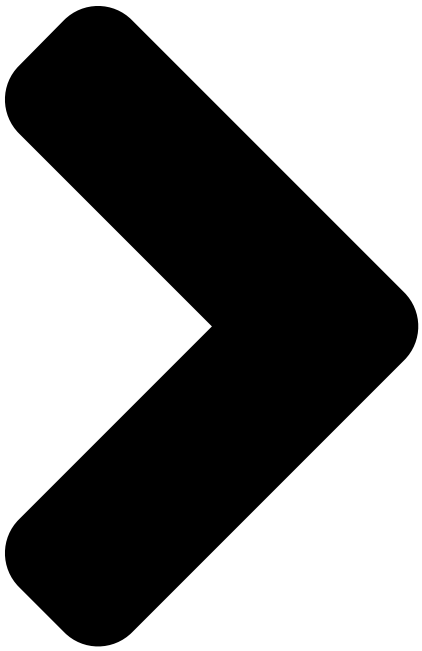




Crucial. SEO should begin *before* development to guide content structure and keyword planning. Retrofitting SEO after launch often costs more and performs worse.

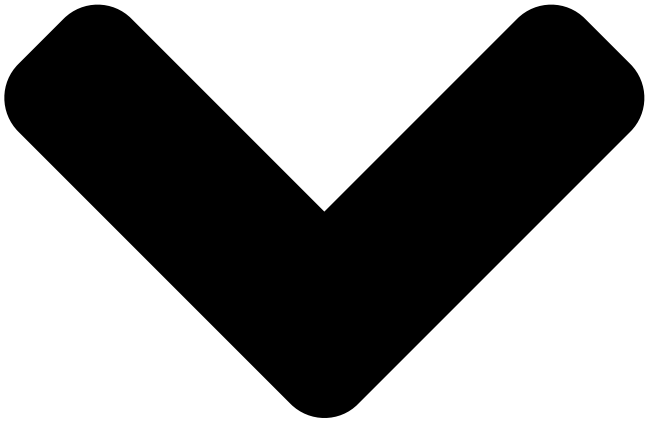
What makes a website successful?

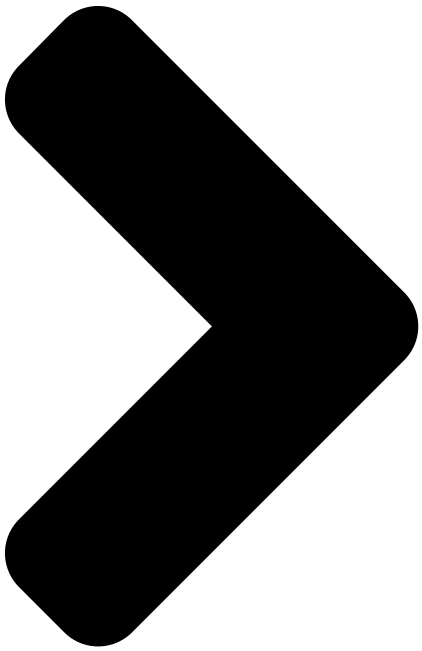




Success combines clear goals, relevant content, technical performance, and consistent updates. Websites that perform well are those treated as evolving marketing tools, not static brochures.

How often should I redesign my website?





A full redesign every 3-4 years is typical, but continuous micro-updates keep your site modern and search-friendly in between.

You need a clear purpose, audience profile, budget range, and a list of essential features. The clearer your brief, the smoother your project.

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Reach Out to Us

Ready to build a website that drives growth, not just traffic?

TSI Digital Solution turns your vision into a high-performing digital presence.

Contact TSI Digital Solution today to turn your website vision into a powerful digital asset that grows with your business.

2 Comments

-  Aurore BuckridgeOctober 28, 2025 at 12:59 pm | Edit

  Your blog is a true hidden gem on the internet. Your thoughtful analysis and engaging writing style set you apart from the crowd. Keep up the excellent work!

  Reply

  -  TSI Digital SolutionOctober 29, 2025 at 11:07 am | Edit

    Thank you

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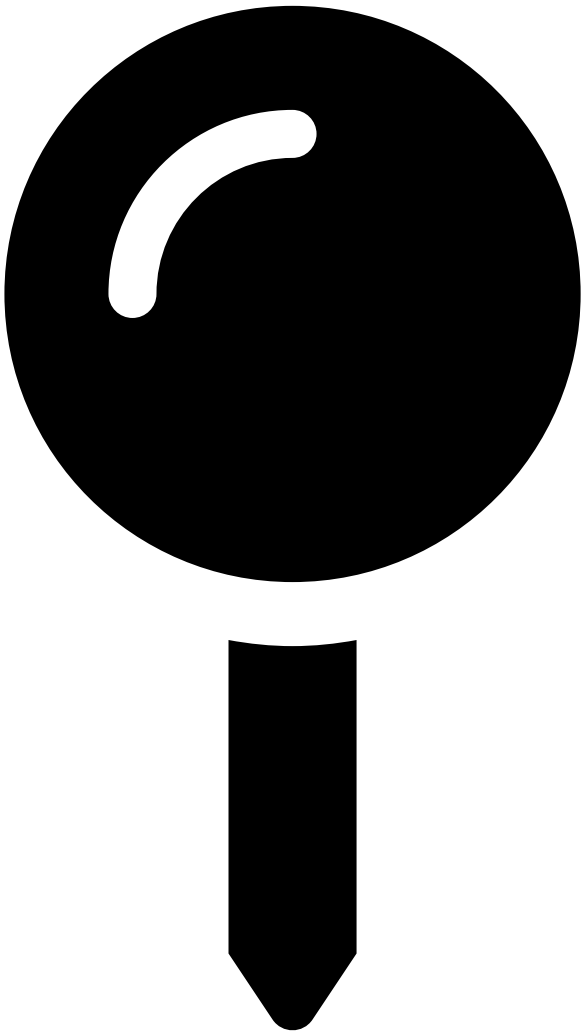

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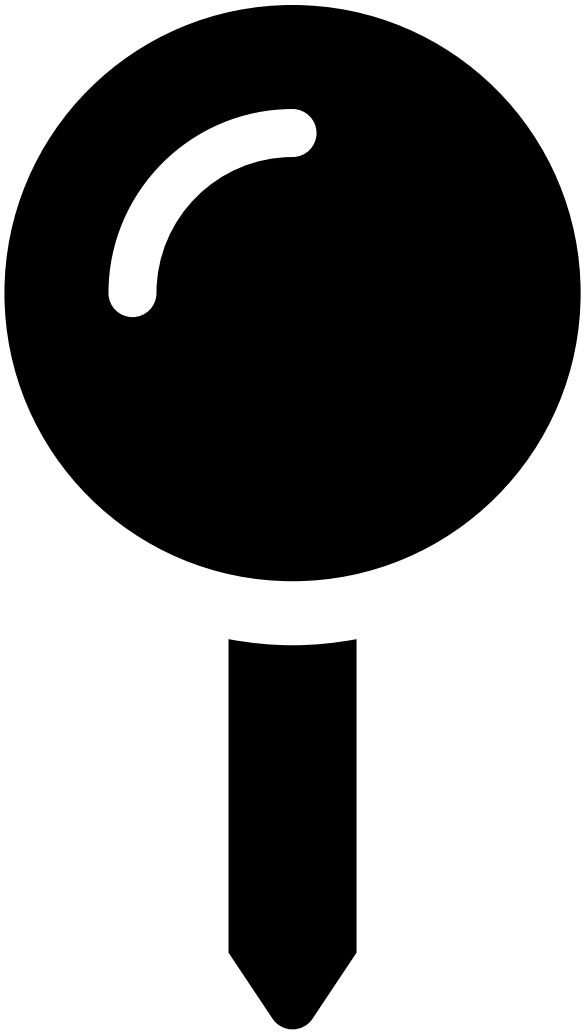

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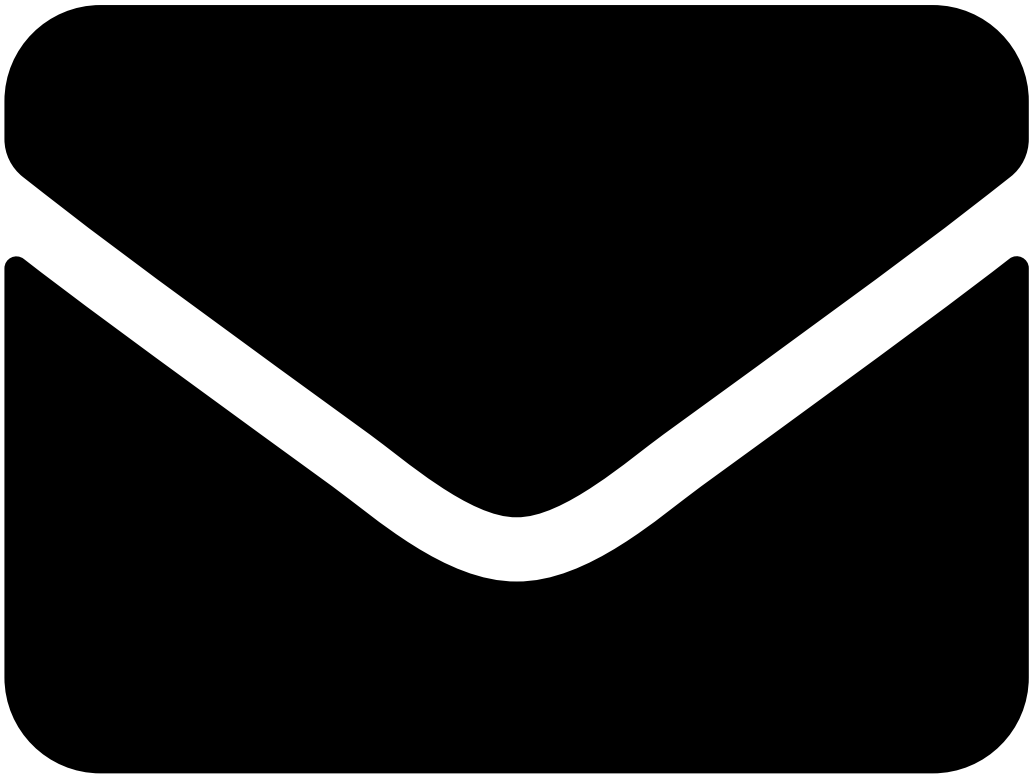

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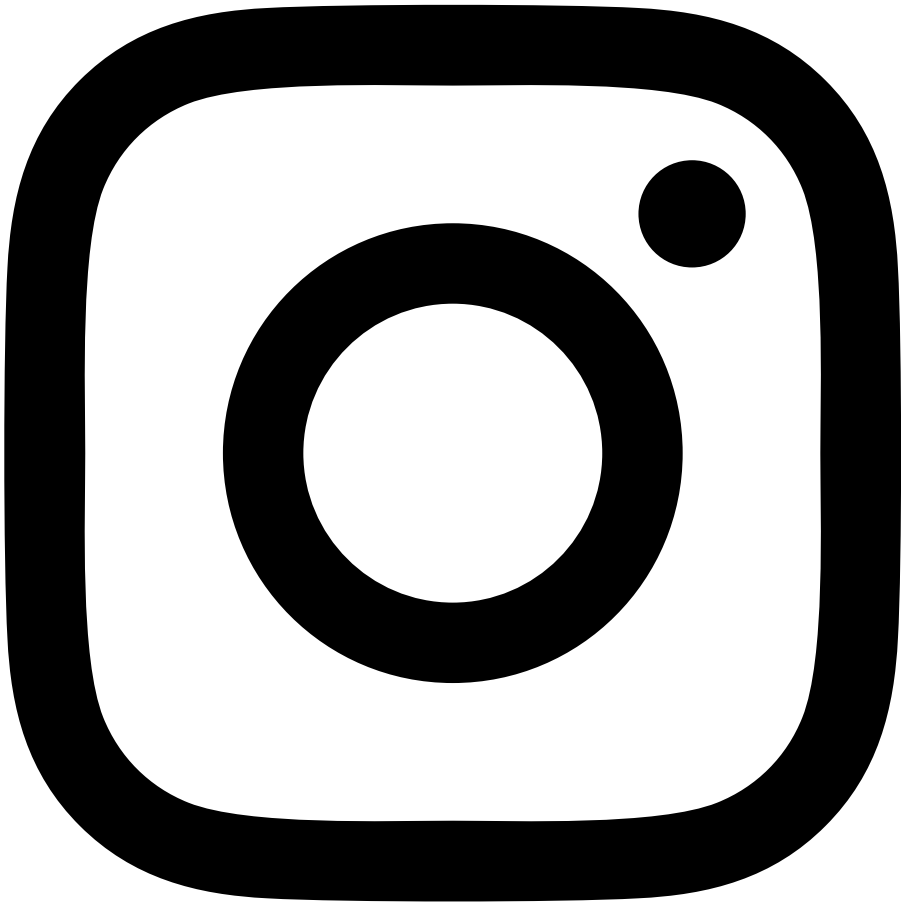

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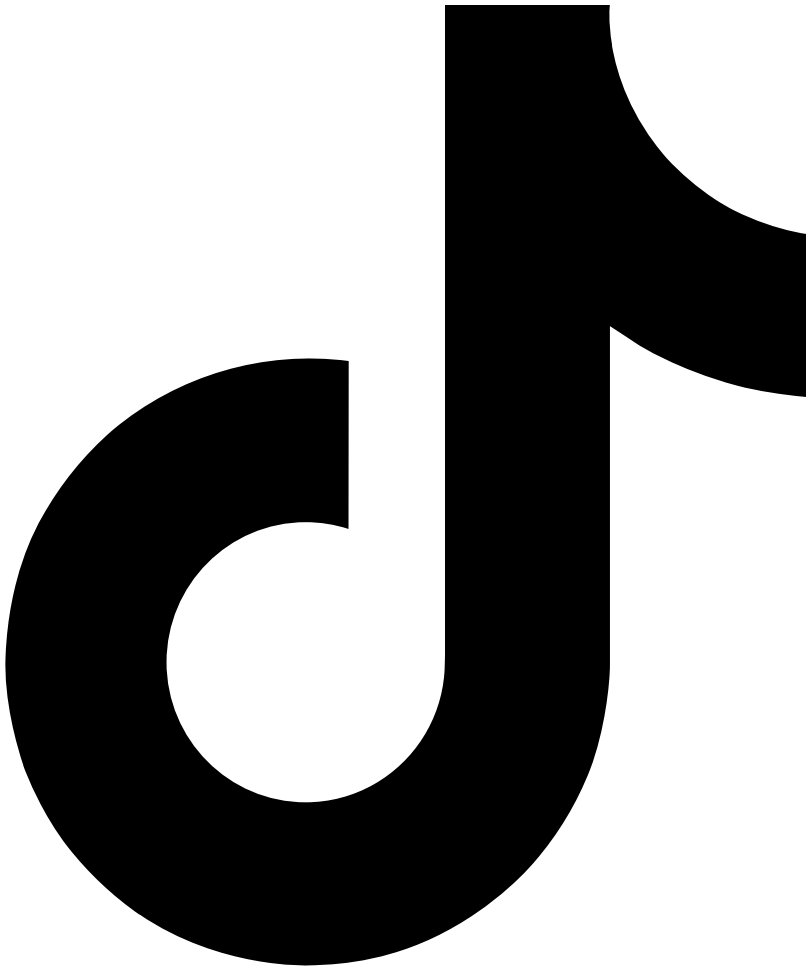

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