MENTA
Business ADVICE
TRAINING EVENTS
NETWORKING SPACE

FUTURE-PROOF
YOUR WEBSITE

Why should I future-proof my website?

As with fashion, computers and music, to name a few, these are forever developing and changing - design and website functionality trends are no different.

When you first set out to plan your website design and build, you need to keep a few things in mind... Such as, will this fit my brand? Will it handle increased traffic on my website? Do I plan on taking online payments in the future? If so, you need to make sure your website can have a payment plugin added on later with ease.

The list goes on... But you need to consider whether your website is going to be solid in a year, two years or even five years time and do your best to ensure it is future-proofed! That's not to say that if you have an unexpected rebrand, you can't change the website to reflect this, but when you do rebrand, consider how to keep this up-to-date.

Design trends change all of the time, as do plugin updates. Just because a new design trend has come out, it doesn't mean your website should be redone for this short period of time and then again when the next one comes out! Stick to your branding and ensure that your website is modern, responsive and easy to use and you will be just fine.

Here's a few terms you should know:

Branding - Your brand isn't just your logo, it's your tone of voice, the way you present yourself in visuals (this could be the type of imagery you use etc), as a few examples.

Platform - There are different platforms you can build your website on, such as: WordPress and Shopify to name a few.

Theme - There are ready made themes available for free or to purchase, which you can use to style your website off of.

Plugin - These are add-ons to your website. Such as reviews, events, booking systems or payment systems.

SEO - Or Search Engine Optimisation as it's known, is a way to help your website be seen in search results. SEO is very broad, so it could be keywords used in your website copy, to blog posts you've uploaded, as well as directory listings and even social media!

A few ways to do this

Here are just a few main ways you can future-proof your website, from the initial planning and strategy, to keeping it safe and updated.

Plan Ahead

What is it you want your website to do? Will you need the ability to list events or a shop on your website at a later date? Make sure you can easily do this and choose a platform or plugin that's right for this.

Features

What features do you think you will need your website to have? What is the goal of your website? Do you want to generate leads? If so, you will need to have a contact form and a strategy of how you will direct visitors to it.

Experiment

Make sure you experiment with new plugins or platforms - if they are paid for services, use free trials if you can. Make sure in advance that they are right for you so you don't have a mishap later on!

Brand Alignment

Keep your website design along your brand guidelines. This is so you can protect yourself from any customer confusion. It makes the customer feel that they are in the same place, from social media, to your website.

Security

Once your website is live, it will be prone to cyber attacks, from failed logins to hacking. Make sure you have the right security in place to keep your website safe and secure. Keep a web team on hand to assist if needed.

Maintenance

As with anything, your website will need regular maintenance to ensure it is running as it should. From WordPress, theme or plugin updates, keeping these up to date can give you new features and better security.

SEO

Another part of future-proofing your website is ensuring you are staying on top of your SEO (Search Engine Optimisation). Research top keywords that are being used to find you and implement these on your website.
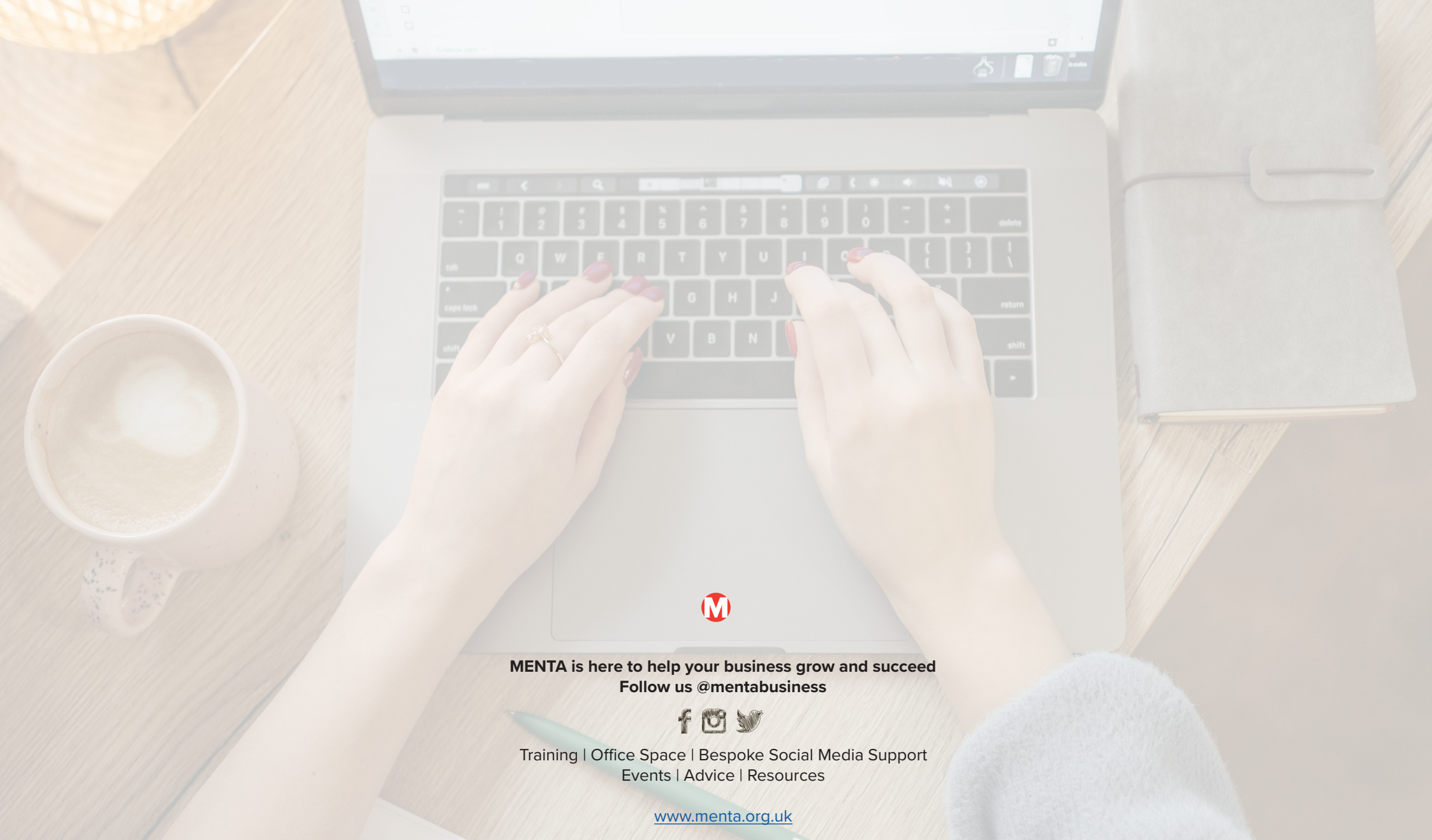
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