Step by Step Guide to Planning Your Website – Workbook



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# What are your products/services?

Name of product/service 1:

Benefits:

USPs:

Name of product/service 2:

Benefits:

USPs:

Name of product/service 3:

Benefits:

USPs:

Name of product/service 4:

Benefits:

USPs:

Name of product/service 5:

Benefits:

USPs:

# Who are your target markets?

Target Market 1:

Demographics:

Location:

Their Challenge/Problem:

Additional Data:

Target Market 2:

Demographics:

Location:

Their Challenge/Problem:

Additional Data:

Target Market 3:

Demographics:

Location:

Their Challenge/Problem:

Additional Data:

# What do they search for to find the type of products/services you provide?

Target Market 1:

Keywords / Key Phrases:

Target Market 2:

Keywords / Key Phrases:

Target Market 3:

Keywords / Key Phrases:

# Write about your company and products/services using Your keywords/phrases

Product/Service 1:

Description:

Benefits:

Product/Service 2:

Description:

Benefits:

Product/Service 3:

Description:

Benefits:

Product/Service 4:

Description:

Benefits:

Product/Service 5:

Description:

Benefits:

About us / company profile:

Meet the Team – Name:

Bio:

Meet the Team – Name:

Bio:

Meet the Team – Name:

Bio:

Meet the Team – Name:

Bio:

Meet the Team – Name:

Bio:

# creating visual interest and integrating your brand into your website

What is your company brand?

How should people feel when they visit the website?

What are the colours you wish to use and how do you wish to use them?

Block colour (used for large areas of the site):

Main brand colour (used for links, icons, tailored graphics, etc.):

Highlight colour (used sparingly for hover, lines, highlighting):

Google font preferences - headings:

Second choice:

Google font preferences - paragraphs:

Second choice:

Book a professional photographer. What do you want him/her to do?

□ Headshots □ Company shots □ Action shots □ Vehicle shots

Date and time of shoot: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Video – short demos:

□ Company Intro □ Service Demo □ DIY Maintenance □ Product Demo

Graphics – What style of graphics do you like? What look are you going for?

Give examples of website graphics you like and why:

Website address:

What I like about it:

Website address:

What I like about it:

Website address:

What I like about it:

Website address:

What I like about it:

Give examples of website graphics you DON’T like and why:

Website address:

What I DON’T like about it:

Website address:

What I DON’T like about it:

# How to encourage interaction and repeat visitors

What is your main call to action?

What other call to actions do you want to include?

What social media follow buttons do you want to include (your business social media accounts)?

□ Facebook Business Page (web address:)

□ LinkedIn Company Page

□ Business Twitter Account

□ Business Pinterest Account

□ Business Instagram Account

□ Business YouTube Channel

□ Business Google+ Profile

Do you want to Gamify something, what is your idea?

What are your ideas for your first blog posts (news articles or advice, etc.)?

Do you want to provide a special function, what is your idea?

# Simplify your message – Home Page

You’ve written about your products/services and company – now it’s time to make a summary of the most important message(s) you need to get across on your home page:

Message no. 1

Accompanying Photo (list name of .jpg file)

Message no. 2

Accompanying Photo (list name of .jpg file)

Message no. 3

Accompanying Photo (list name of .jpg file)

Will you list your product categories/main services on your home page? What are they?

Will you include any special functionality on the home page?

What is your main home page Call-to-Action?

What are the photos you’d most like to see on the Home page? List the .jpg file names here:

# Draw your site map

Use a list or chart, whatever works best for you.

List *(substitute our text for yours)*:

* Home
* About
  + Meet the Team
    - Bio 1
    - Bio 2
    - Bio 3
    - Bio 4
* Our Products/Services
  + Product/Service 1
  + Product/Service 2
  + Product/Service 3
* Contact

Chart *(get a big sheet of art or flip chart paper and draw out your site map)*:

Service 3

Home

About Us

Services

Contact

Bio 1

Bio 2

Bio 3

Bio 4

Service 1

Service 2

Service 4

Meet the Team

# Finalise and package your content for your professional web designer and developer

## Action Check List:

* Do market research
* Brainstorming session
* Complete Workbook
* Write up final text content
* Email your designer/printer for your vector logo file
* Pick your colours
* Hire a photographer or take photos yourself
* Hire a videographer or take videos yourself
* Prepare the work place and team for photo/video shoot
* Upload video to your YouTube Channel
* Create social media accounts if necessary

## Package Check list:

* Vector file of logo
* Branding notes and colours
* Notes on websites you like and don’t like and why
* Site plan
* Text for each page of the site (including call to action messages)
* Photos for each page of the site, each .jpg file named appropriately
* Notes on icons/graphic design (or you can leave it up to the professionals)
* Web addresses of your social media accounts
* A couple of blog posts (articles) if necessary
* Notes on special functionality

If you need any assistance, give me (Niamh) a call on 022-55002. We’d be delighted to help.