

# Website Planning Guide

Designing your website can be almost as complicated as designing your house. You want everything perfect when you launch. Of course, before that you'll want to figure out what perfect is. Looking at other websites, getting input from friends and family, playing with color schemes ... they all take time. Meanwhile, your website is still just a dream waiting to happen.

Getting your website up and running is as simple as:

1. Get a Domain Name
2. Choose a Place to Host Your Website
3. Plan and Build Your Website (that's this guide!)
4. Create Engaging Content
5. Promote, Promote, Promote

Use this guide for Step #3 and plan out the first five pages of your website:

- Home
- Contact
- Products and/or Services
- About
- Value Proposition (aka, Why You Should Choose Us)

You'll find other guides and articles on the 15 Minute Mondays website (<http://www.15MinuteMondays.com>) to help you with the other steps.



## Website Purpose

Your design needs to reflect your purpose. Answer the following questions and use your answers as a guide as you construct your website.

1. What is the primary purpose of your website? Do you want to promote a specific business, service, or product? Do you have a message to share?

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2. What do you want the website to accomplish? Direct sales? Marketing? List building?

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3. Who is your target audience?

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4. What are they like? Would they feel most comfortable with a website that is professional? Artistic? Elegant?

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### Home Page

This is your first, maybe only, chance to make a great impression and engage each web surfer. It's not a time to be cagey or mysterious. It's a time to let them know who you or your business are, what you can do for them, and (most importantly) how to quickly contact you.

#### **Describe your business in one short sentence:**

*My example: I help small business owners get online quickly and inexpensively.*

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#### **If you have one, what is your catch phrase or tagline?**

*My example: Master your website without being a webmaster.*

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#### **In three to five sentences, describe your business and talk about what you do well. Feel free to brag a little.**

*My example: After twenty years of making websites, I realized that it doesn't have hard or expensive to have a professional websites. Now I help small businesses and organizations get online quickly and inexpensively while still maintaining a professional web presence. Through my workshops, books, and even blog, non-webmasters receive the skills, tools, and confidence to quickly develop and maintain their professional websites.*

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**What is the best way to contact you?** This could be your email or phone number. You will have a contact page that lists every way to contact you, but we want the main way to be on the front page.

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#### **What do you want people to do as soon as they visit your website? What is your call to action?**

*General example: Buy your products, sign up for your email list, make an appointment for one of your services, visit your store, sign a petition, donate to your cause.*

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**What are your major products and/or services?** You'll have a full products or services page as well, but your home page should highlight your major offerings or types of services.

*My example: I have tutorials and action guides in my blog, I sell a book, and I'm available for live seminars and coaching.*

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### Contact Page

Give your customers every possible way to contact you. Depending on your business, you may not want to accept some types of contact. For example, a home-based Etsy store owner may not want to provide a phone number as they would prefer to do business via email. At least at first. Pick and choose the contact methods that suit you and your business.

**Phone number:**

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**Physical address:**

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**Directions to the business and/or a map (I recommend embedding a Google Map):**

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**Hours of operation:**

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**Email address (if possible, make it match your website domain):**

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**Social media links:**

Facebook:

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Twitter:

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LinkedIn:

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YouTube:

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Instagram:

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Others:

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If you have contact information specific to certain departments, be sure to include that here and label it accordingly.



### Products and/or Services Page

For every product you sell, provide a name of the service, a brief description, and where appropriate, a picture. Use your major product or services types that you described on the home page and group your products or services under those headings on this page. If you have a wide variety of products or services, you may need to break them out into pages based upon the groupings. Or if each product has a large amount of detail, you may want to have a page dedicated to each product. But that will come later. For now, just make a single products and/or services page for all your offerings.

Be sure to include prices for each item if it's something that's appropriate for your business. If it is, keep in mind that you'll need to update your prices online when you update them in your business.

This is also a good place to list warranties, guarantees, shipping options, return policies, and other pertinent product information.

Product Name	Description	Photo Idea



### About Page

This is the place to tell your customers about you and your business. How did you get started? Why did you get started? Why are you passionate about what you do? How are you an expert in the field? This isn't a place to get all "corporate" and sterile. Get personal and have fun.

**Take some time to write down notes about all of this:**

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**Be sure to include photos of you, your business, and your staff. List the photos you can think of or photos you'd like to take if you don't have any.**

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**Has your business received any awards or recognition? List them on this page, too.**

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**This is also a great place for testimonials. If you don't have any, ask some of your raving fan clients to write one for you. Who can you ask?**

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### Value Proposition Page

This page tells your customers how you are different and why they should do business with you instead of your competitors. This is where you make a promise to your clients. Of course, then you'll need to deliver on that promise.

The page doesn't have to be named Value Proposition. In fact, it probably shouldn't be. How about "Why Choose Us," "Why You'll Love \_\_\_\_\_ (fill in your company or product name,)" or even "Testimonials" and accompany them with the information below.

**First, describe the problems that your products or services solve:**

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**Now list the specific benefits that the customers will receive:**

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If you have enough testimonials, you can make your Value Proposition page a Testimonials page.

Additionally, you can also link to online reviews of your products and services.