

# Web Site Planning Checklist

Step by Step Approach

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# 1. Brand Identity

The first step in creating your new website is to figure out how you want to portray yourself online. Get really clear on who your brand is and what you stand for.

## **Identified my target audience**

Knowing who exactly you want to attract to your site will help you develop a website that they enjoy visiting. After all, your site is ultimately for them, not for you.

## **Identified my USP (Unique Selling Proposition)**

What makes you unique or different from your competitors? Why do customers or clients want to work with you specifically? Knowing your USP before building your website will help you build your website around the way you want to position yourself in the market.

## **Made a list of my most important brand attributes**

Your brand attributes are a list of adjectives that define your brand. Ask yourself, if your brand was a person, how would you describe their personality? Would it be friendly, silly, professional, or glamorous?

## 2. Goals

Determining site goals before you begin the process of building your website will help you build with your goals in mind.

### **Identified my main goal with my website**

What is the number 1 purpose for you to have your website? Is it to attract new customers for your business? To keep people informed about a topic? To provide customer service to people who have already purchased from you?

### **Identified secondary goals with my website**

For example, if your main goal is to find new clients, then a secondary goal might be to acquire leads from your website.

## 3. Visual Branding

You can work with a designer for your visuals, or do it yourself, but make sure that they are consistent with the rest of your marketing materials. Consistency develops trust with your audience and makes you look more professional.

### **Select a colour scheme**

If you already have a colour scheme created for your brand, then you can check this one off right away. If not, use a tool like Adobe Color CC to select your palette.

### **Select fonts**

You only need 1-3 fonts for your website. Any more than that and your site will look messy. Make sure that you choose a nice easy to read font for the main body text.

### **Select imagery**

Visuals are very important on your website and can make or break your site. You should go as pro as you can afford. If you don't have a budget for a professional photographer, then find some nice paid stock images. I do not recommend using free stock photos.

### **Create a mood board**

You can create a mood board for your website by collecting images and examples that inspire the look and feel you want your website to have. Pinterest is a good tool to use to create your board.

# 4. Site Plan

Planning your site out now will save you time and money in the long run. Being thorough and deliberate with your site planning will result in a better user experience for your site visitors.

## **Make a list of your site pages**

Figure out what content you need on your site and how you are going to organize it into pages.

## **Build a site map**

Organizing your site well is crucial to your website visitors being able to find what they need quickly and easily. If they can't find it, they will leave!

## **Plan your navigation menus**

Avoid overloading your visitors with too many menu options. Put your main navigation items on the main menu and if needed, create a secondary menu for less important pages.

## **Create a list of features your site will need**

Make sure to base your features list off of your goals and not just on what is trendy on websites right now. For example, if one of your site goals is to provide excellent customer service through your site, perhaps you would need a FAQ page to answer most questions and a support ticketing system for most complex customer issues.

## 5. Website Content

They say content is king! If you're stuck, you can hire a copywriter to help you with this section.

### **Write your homepage copy**

Homepage copy should generally be very short and to the point. You need to capture the attention of your audience quickly and entice them to want to click further into your website.

### **Write your about page copy**

Remember that your about page is not really about you, it's about how you can help them (your target audience).

### **Write the rest of your site copy**

Fill out the sections of your site below so that you can check them off as you complete them:

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### **Write a Call to Action for each page of your site**

Don't leave any of your pages with a dead end. Always invite your visitors to take the next logical step, whether that is viewing the next relevant page, downloading your opt-in, or going to your contact form to get in touch with you.

## 6. Site Design & Layout

The design and layout of your website can have a big effect on your site visitors. A professional design will boost your credibility and a well-planned out layout can increase conversions.

### **Figure out how many page types you will need**

Will all of your pages have the same layout? Will you need a separate page layout for your homepage, or your product page? Will you need a design for a landing page? Knowing your needs with your page layouts will help you choose a theme that works for you or help your developer give you a more accurate quote based on the scope of your website.

### **Plan the layout of your pages**

Do you need a page layout that puts the focus on the content or one that has a lot of sidebar space to promote your products? Does your layout need an area for an opt-in bar on each page? Work with your designer to plan page layouts that work with your goals (or choose a pre-made theme that fits your needs).

# 7. Site Development

Almost there... The only step left now is to actually get your site built!

## **Decide how you will get your site built**

Are you hiring a developer to custom build your website for you? Or going the DIY route and just tweaking a Wordpress theme? Pick an option that fits within your budget; having a website up and online is better than no website at all.

## **Purchase a domain name**

Decide on the URL you want to use for your website and purchase it through a domain registrar like GoDaddy.

## **Buy website hosting**

Find a hosting company with great support that can help you with any issues you come across. I've used Siteground for years and have had very good experience with them.

## **Get website built**

Your plan is set, your content is created, now it's time to get that site built and online!

## **Launch website!**

Congrats on getting your site up and running! I hope this checklist helped you out and made this massive process go a little smoother.

# Want More?

If you loved this checklist and want a little extra help in getting your site developed, please feel free to contact me on [mmayank@prologicwebdesign.com](mailto:mmayank@prologicwebdesign.com)

Or Request a Quote on : <http://www.prologicwebdesign.com/>