



## Plan Your Website

<https://nancyjwebdesign.com>

# Plan Your Website

## Questions to start asking yourself

What is the purpose of your website?

What is your timeline?

What is your budget?

Who is your competition?

Who is your ideal customer?

What geographic territory do you service?

What is your tagline?

Who is writing your content?

What services do you need? domain, hosting, email

Do you plan to blog?

# Pages

## What pages do you want for your website?

HOME

ABOUT

WORK WITH ME

PRODUCT/SERVICE PAGES

CONTACT

TESTIMONIALS

PRESS

PORTFOLIO

BLOG

CALENDAR/EVENTS

GALLERY

EVENT CALENDAR

# Links

PHONE AND EMAIL LINKS ON WEBSITE

SOCIAL MEDIA LINKS: FACEBOOK, LINKEDIN, TWITTER, INSTAGRAM

EMAIL MARKETING

INTERNAL LINKS WITHIN WEBSITES

LINKED TO OTHER SITES

LINKS COMING INTO YOUR SITE

UNDERSTANDING OF AUTHORITATIVE SITES

# Forms

CONTACT

REGISTRATION

DONATION

SURVEY

APPLICATION

# Call to Actions

IDENTIFY WHAT ACTIONS YOU WANT YOUR VISITOR TO TAKE ON EACH PAGE

PHONE

LEARN MORE

SIGN UP

## Photos & Videos

DO YOU HAVE PROFESSIONAL PHOTOS?

FREE STOCK PHOTOS: UNSPLASH.COM AND PIXABAY.COM

PURCHASE STOCK PHOTOS: ISTOCK PHOTOS AND STOCKSY

DO YOU HAVE AUDIO TO USE?

DO YOU HAVE VIDEOS TO USE?

# Design

DO YOU HAVE A LOGO?

DO YOU HAVE A TAGLINE?

DO YOU KNOW YOUR COLORS

DO YOU HAVE OTHER MARKETING MATERIALS?

DO YOU HAVE INSPIRATIONAL WEBSITES

DO YOU HAVE LIKES AND DISLIKES IN WEBSITES?

# Working Style

HOW INVOLVED DO YOU WANT TO BE IN THE PROCESS?

WOULD YOU LIKE COACHING TO UPDATE YOUR WEBSITE YOURSELF?

WHAT IS THE BEST WAY TO COMMUNICATE WITH YOU? EMAIL, IN PERSON, PHONE, OTHER

# BRAINSTORMING & TESTING

**And remember it's a process!**

Don't approach this as an academic exercise that requires immediate answers to all the questions. It is meant to provoke thought and start the process of making decisions.

Expect changes as you learn and think about your options!

Always feel free to give me a call as your ideas develop or questions come up!

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