Your Website Had Me At Hello!

You're ready for your website to stand out to your ideal customers, so they know right away that you'll provide the right solution for their needs. Fabulous!

Are your getting started with your first website, or working on a new/redesigned website that moves beyond the one you have now? You'll want to start below with the Website Planning Guide. If you already have a website, you may want to jump to the Website Review section.

Website Planning Guide

The website planning guide will help you define your goals for your website and to create an outline. You'll notice some of the questions seem similar. Thinking about your website and customers in different ways can be helpful. Fill in answers for those that apply to your business.

Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is your purpose in having website? Do you want (circle all that apply)...

To provide information about your business

To position yourself as an expert

To connect with potential customers

To have an online members area

Add your own below:

_____

_____

_____

When people get to your website, do you want them to: (circle as many as apply)

Learn more about your business or organization

Sign up to receive your email newsletter

Hire you to perform a service

Buy products from you

Join your organization

Add your own below:

_____

_____

_____

_____

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your ideal customer?

While you may have more than one - and benefit from developing personas for each one - start simply for now and briefly describe what your ideal customer is seeking, and how you can solve his or her problem.

When your ideal customers visit your site, what do they want? (circle as many as apply)

Information about a topic   Add your own below:

Information about your products / services   _____

Information about your organization   _____

To be entertained   _____

To comparison shop or to buy a product   _____

Who is your competition?

This will help you get clear about the strengths of your business, how the products / services your business offers are the right fit for your ideal customer.

Image & Style

The visual metaphors, design, layout and color scheme of your website will communicate volumes to the visitor about you and your business.

Do have any existing graphics or promotional materials? ☐ Yes ☐ No

Do you have a logo? ☐ Yes ☐ No

Do you have photos that you would like to use on the website? ☐ Yes ☐ No

What IMAGE do you want to project? (circle as many as apply)

Traditional	Formal	Corporate	Add your own:
Contemporary	Casual	Personal	
Conservative	Serious	Expensive	
Cutting edge	Friendly	Affordable	

What STYLE do you want to communicate? (circle as many as apply)

Serene	Ethnic	Playful	Energetic
Spiritual	Natural/Organic	Down to earth	Historical
Powerful	High tech	Mellow	Festive
Professional	Frivolous	Comforting, caring	Fanciful
Hip	Fun	Romantic	Add your own:
Classic	Flashy	Sensual	
Elegant	Muted	Authoritative	
Funky	Soft	Delicate	

What colors / color accents would you like to use?

Other Websites

List a few websites including the url (website address) that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want. Include any details about what you like and don't like about the overall design.

List some of your competitor's websites (with the url). Include what you like and don't like about these sites.

Include any random thoughts about the look/layout or features you'd like. (*Remember, this is for you!*)

Content

Do you have an outline of the content for your site?   ☐ Yes   ☐ No

If no, circle the pages you want to include:

About	Events	Add your own below:
Contact	News	_____
Products	Books	_____
Services	Resources	_____
Members Section	Blog	_____
Store	Gallery	_____

If you'll have a blog, what platform will you use? (WordPress, Blogger, etc.)

_____

note: many platforms that can be used for blogging (such as WordPress, Joomla, Drupal) are also content

management systems (CMS) that can be used to build your website

Will you have a shopping cart? ☐ Yes   ☐ No   If yes, which one?

platform: _____

If you are selling products, what type(s) of products and how many will be on your site?

What keywords or phrases would someone type into a search engine to find you?

Promotion

Do you have plans for updating the content of your site? ☐ Yes   ☐ No   ☐ Maybe, haven't decided
(Regularly updating the content of your site gives visitors a reason to return.)

Do you have plans for an email newsletter or email updates? ☐ Yes   ☐ No   ☐ Maybe, haven't decided
(Relevant and valuable emails help you stay in touch with prospects and provides extra value to your customers.)

If yes, which provider?

email marketing service: _____

Domain Name

Have you registered a domain name? ☐ Yes   ☐ No
(If no, hover.com is easy & economical for domain registration, domain email accounts too)

If yes, what is it?

domain name(s): _____

Timeline

When would you like your website to be launched?

Website Review

This is a wellness checklist for your website. If you have a website, it's a good idea to do a website review every few months to help make sure you're keeping your content up to date. If you're working on your first website, or a new one, use this as a checklist to help find and correct mistakes or make improvements.

☐ Visitors can easily tell what the website is about within the first 3 seconds of arriving.

☐ The website seeks to solve my customers' problems, the primary focus is not on me or my business.

☐ Each landing page has a heading or main topic that is relevant.

☐ Visitors can quickly scan each page and understand what the purpose of that page is.

☐ The site does not have any design elements, graphics, animation that does not add value for your visitors.

☐ The site does not have any flash video or headers.

☐ The title tag of every page describes the page (it is not something like "untitled" or "home").

☐ The key headlines and important content are prominent on every page.

☐ The website layout is clean, easy for visitors to scan, and includes enough white space.

☐ The website includes a clear call to action (such as: do you want visitors to learn more about your products/services, signup to receive your emails?)

☐ The navigation is clear and easy for visitors to use.

☐ The website positions me/the business as a trustworthy expert.

☐ The description tag of every page is unique and gives information to help your ideal customers click through to that page (the description tag is what displays in search engine results below the page title).

☐ The website looks and functions correctly in all major browsers.

☐ The website is mobile friendly / mobile responsive.

☐ The website loads quickly (ideally under 3 seconds).

☐ If the website is built with WordPress (or other CMS such as Joomla, Drupal) all the components are regularly updated and backed up, with security measures in place to keep the website free of malware and safe from hackers.

Website Content

☐ The text is easy to read in every browser - consider both the size of the text and the font(s) used.

☐ The font(s) used are standard - avoid fonts that people would have to have to download.

☐ The font choices are simple - both in fitting with the brand, and not using too many different fonts.

☐ Exclamation points are used sparingly!

☐ Hyperlinks are easy to distinguish from non-links.
Depending on the viewers' vision and eyesight, some colors aren't easy for everyone to see. Choose a link color that stands out, consider also having hyperlinked text be underlined.

☐ All links work properly, meaning there are no links to within your site or to other websites that don't work.

☐ There are no error pages (404 page) that appear when clicking any links within the website.

☐ The navigation is consistent throughout the website.

☐ The menus and navigation is clear and easy to use, no explanation is needed to help visitors find their way around.

☐ The menu items are straightforward, no use of "clever" names or symbols.

☐ The website content is organized in clear sections / main categories and subcategories.

☐ All text is formatted for easy reading and scanning. (Make sure to use plenty of white space, and format paragraphs correctly, avoid unjustified text and paragraphs squished together.)

☐ All text has been checked for correct spelling, grammar, capitalization.

☐ If there is a calendar or schedule, it is up to date. (Having the most recent events or classes be from 6 months ago is not helpful to visitors.)

☐ If there is a News page, that it is up to date. (Similar to having the most recent event from months or years ago, having the latest news on this page be "old news" will make your site look out of date.)

Graphics

- ☐ The logo and graphics look professional

- ☐ The photos used are clean and professional, including photos of you and staff. (Remember, selfies do not qualify as headshots.)

- ☐ All images are optimized for quick page loading. (Don't use any large-size graphics that will slow down the page loading time.)

- ☐ The overall design does not distract from the purpose and message of the website.

- ☐ The color scheme is simple and clean.

- ☐ If a background color or image is used, it is not distracting.

- ☐ The look and layout remains consistent throughout the website.

- ☐ Include a copyright in the website footer.

- ☐ The fonts used are congruent with the overall look and your brand.

Usability

- ☐ The website is mobile friendly - it can be easily viewed on all smartphones and tablets.

- ☐ All forms (email contact forms, email list signups) work properly on all devices.

- ☐ If there is a blog with comments enabled, the commenting works correctly.

- ☐ All links, including the website navigation, are easy to understand. (This is not the place to be clever.)

- ☐ There is a site map or website search included and is easy to find. (A website search is best.)

- ☐ The fonts and color scheme is easy to read - on desktop and laptop computers as well as mobile devices (smartphones and tablets). Dark text on a white background is best.

Would like help with your website project? Send an email to debbie@webbweaversconsulting.com to schedule an introductory call. We'll talk about you and your business needs and goals, how Webb Weaver Debbie Gadbois can unleash her superpowers in support of your website and online marketing, and if Webb Weavers Consulting is the right choice for the services and support you're seeking.