Planning Workbook

Website Wonder Woman

Contents

Your Business

What is the name of your business?

What industry is your business in?

Describe in one sentence what your business does (so for example mine is that 'I teach women WordPress'.

What products/services do you provide? Just so you have everything to hand to include on the site. If you have a lot of products then categories is fine
(*Include name, short description and price*)

Target Audience

Gender

Age

Married? Kids?

What do they do for a living?

Interests (be specific)

What do they earn?

What annoys them?

What keeps them up at night?

What do they dream of?

What do they struggle with?

What do they spend their days doing?

What would they like their life to be like?

Also think about:

How can you help them?

What do they need from you?

Why you?

What have they tried before?

How do they buy (online, offline etc)

Your Branding

Do you have any branding currently?

- [ ] Logo
- [ ] Fonts
- [ ] Colours

It may be a good idea to create a folder on your desktop with all this in (as we will be adding more to it)

Website Research

List 5 competitors websites or websites in the same industry as you:

1.
2.
3.
4.
5.

What pages and information do they have on their website? (e.g. list of services, about, contact info, gallery, portfolio etc)

Website Research

Make a note of what you will need on your site based on this research and what your ideal client is looking for

Give 3 things that you like and dislike about each website, reasons why and how you think you can do it better.

Website Research

List 10 websites that you LOVE! These can be in any industry. List 5 reasons why you like each one and what you dislike about them. Try and focus on the layout of the sites more than the content.

Your Website

Keeping this and your research in mind what pages do you need on your website and how will users get from each page?

Main menu? Footer? From another page? Dropdown?

What do you need on these pages? Try drawing it out as well

Final question! Lets go back to that folder we created on your desktop. Now create a word document for each page and start putting in content ideas, add images, ideas of what you think you will need on that page etc. Also feel free to add a folder within your website folder of images you want to use. Try pixabay.com, pexels.com or unsplash.com if you are stuck with images.

Your Website

What is your main objective/mission for wanting a website? What is the number 1 thing that you want them to do.

Thinking of this main objective what is the journey you want to send your customers on to get there.

e.g. do you want them to learn more about you? Sign up to a mailing list to start building a relationship? Book in for a discovery call? Visit your shop/display your products and services?