

Website Success Strategy Plan





Your Business

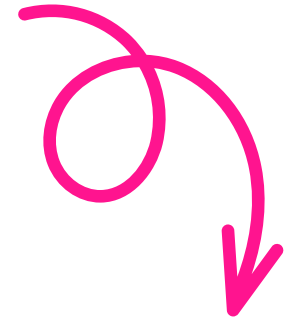
What is the name of your business?

What industry is your business in?

Describe in one sentence what your business does (this will be used as your website header so people know straight away they are in the right place)

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/Industry in

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?

More importantly think about:

How can you help them?

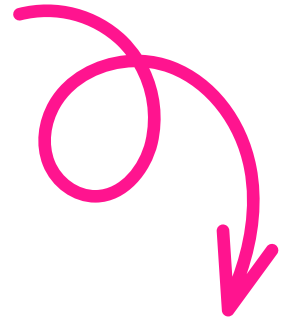
What do they need from you?

Why you?

What have they tried before?

How do they buy (online, offline etc)

Target Audience



Write your notes below:



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 at the end)

Write a list of what you are missing:

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 or how you can improve it.

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 and experience rather than their content.

Website Mission



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

- 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?

Think about how people buy from you currently and write a list of the steps from first contact to sale:

- This process will then be replicated on the website, as you already know how people buy.

If you haven't sold anything in your business yet, your industry research will help and also think about your target market and how you envision their buying process.

From the steps you have listed which one you think visitors are most likely to do on your website?

Website Mission



Write your notes below:

Customer Journey

Looking back on your notes from yesterday and the steps you created from first contact to buying how are you going to move them through these steps on your website?

We call this the customer journey.

What pages will you need on your website and how will visitors move through them (bearing in mind most visitors don't use the top menu and Google likes sites that have internal linking)

On these pages how will you take someone from first contact to achieving your main website mission (the first clear step to working with you)

What do they need to know next?

And then after that?

What do you need on these pages? Try drawing it out as well or creating a mock up in Canva or other software.

Customer Journey

Write/draw your customer journey below:

Putting it together

Final question! Let's 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.

It's also a good idea 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.

Next Steps



Now that you have your Website Success Strategy and plan you can create an action plan!

This will differ whether you are starting your website from scratch or whether you already have a website and are going to need to implement the changes on your site.

List out everything you do need to do or change.

Remember a website is a project so it's not going to get done over night but by creating an action plan of steps needed you can work through them. Also try and set an estimated time limit for each one. So if you have 15 minutes spare you can choose a 15 minute task off the list to get done. If it does take more than 15 minutes then you can always come back to it later but don't spend hours on a task you thought would take 10 or 15 minutes - ASK FOR HELP!

If you do want to work further with Wonderful World of Websites we offer various options to help you further whether you want to do it yourself or us to take it off your hands and do it for you!

<https://wonderfulworldofwebsites.com>

