



START YOUR WORDPRESS WEBSITE WORKBOOK

When you first start thinking about your website it can be overwhelming.



So, instead of trying to think about all the aspects alone, this guide will take you, step by step, through each part of the planning process.

You will cover all the aspects you need to know to create a website that reflects your brand, connects you with your ideal customers and converts them into customers.



Before you even touch your site, this workbook will:

- Help you set your site goals & purpose
- Show you how to find website inspiration
- Help you think about your site pages & navigation
- And help you make your site easy to use for your ideal visitors

01

IS IT A NEW SITE OR A REDESIGN?

New site? (go to section 2)

If a redesign fill in below:

Why are you getting a new website?

Which parts of your current site work well?

Which parts of your current site need to be improved -
and why is this?

02

WHAT IS THE PURPOSE OF YOUR WEBSITE?

Your site needs to have an ultimate purpose.

Ask yourself, what do you want your site to achieve? What do you want your site to DO?

For example - your site might do one or more of the following:

- Sell a product or service
- Grow your email list
- Build a community
- Show your expertise on a certain topic

What are your site goals?

1.

2.

3.

What's the number one action you want people to take on your site?

(Make a purchase, sign up to your mailing list, fill out your enquiry form etc)

03

WHO IS YOUR IDEAL CUSTOMER?

Knowing your target audience or your ideal customer is vital.

If you are going to create a website that is going to appeal to them, you need to have an idea about who they are and what they like.

If you find this hard, think of two or three of your best customers. Try and fill out the following as best you can.

Age & gender:

Where do they live?

Occupation & income:

Favourite blogs, podcasts, magazines:

Holidays:

Social media channels they use:

Styles and looks they like:

What are they looking for on your website, what problem/s are you solving for them?

For example, if you were a physical store - then maybe the site provides opening hours & location. Or, if you were a graphic designer - the site provides portfolio examples and testimonials.

Why should they visit your site rather than your competitors websites?



04

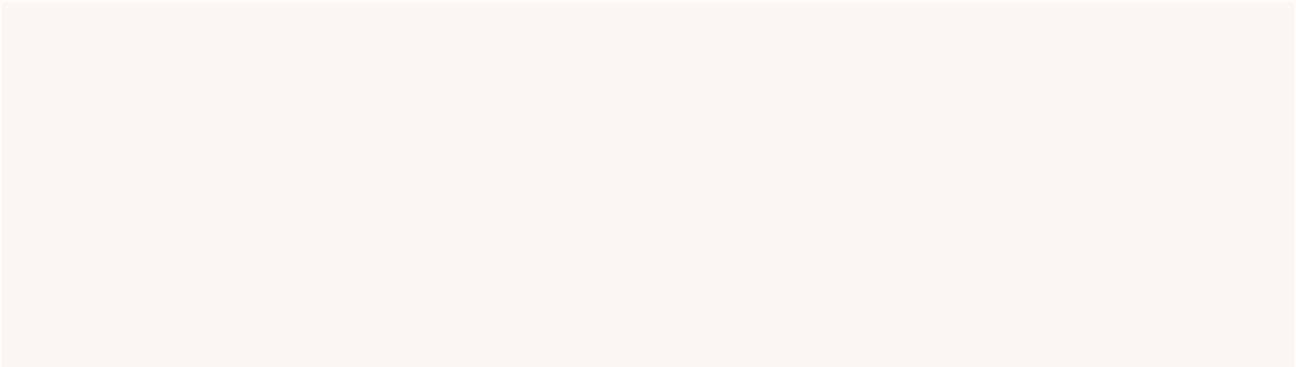
WHAT IS YOUR WEBSITE STYLE?

What do you want your site to SAY ABOUT YOUR company?

What is the look and feel you are after?

Can you pick 3-5 keywords to describe the look and feel of your new site?

(e.g. Funky, arty, professional, accessible, modern, minimal, safe).



05

INSPIRATION & SITE REQUIREMENTS

Looking at other websites for inspiration is a good starting place – look at websites in your industry and outside.

- You might like a particular part of a site and not the whole thing.
- You might like the headings fonts or the layout or the slideshow.
- You might absolutely hate something, which is good to know as well.

Inspiration website, what I like about this site, and must-haves from it:

SITE 1:

SITE 2:

SITE 3:

06

WHO ARE YOUR MAIN COMPETITORS?

Do your competitors have websites?

Copy and paste their website addresses here, so that we know what you need to make yours better :

07

YOUR SITE CONTENT

What kind of content will you need?

Text

Images

Video

Audio

Other

Who will be responsible for creating your content?

08

YOUR PAGES, SUB-PAGES & NAVIGATION

What are the main pages you need?

NAVIGATION TIP: There is a growing movement towards minimising the number of pages in the main menu. This minimises the amount of decisions site visitors have to make.

Try to keep your main menu pages to 6 or less.

Other pages you need can be sub-pages (i.e. dropdowns from your main menu).

So your pages and sub-pages may look something like this:

- Home
 - About
 - Team
- Why Choose Us
- Services
 - Service 1
 - Service 2
 - Service 3
- Gallery
 - Project 1
 - Project 2
 - Project 3
- Testimonials
- Contact

Write your main pages and sub-pages here:

09

OTHER WEBSITE FEATURES?

Can you think of any other features you'd like your site to have?

10

HOW WILL YOU PROMOTE YOUR SITE?

From the beginning, it is good to think about how you will promote your site.

How will you reach your target market, your ideal client? Think about where they hang out, which social media sites are they on. Think about online and offline advertising. Also think about ways you can encourage them to visit your site, such as blogging and content updates or lead magnets.



CONGRATULATIONS!

Now you are ready to start building your site. Contact us if you want to take the next step towards a beautiful website that you can edit yourself.

“ That’s service with a capital S. They listen, they work with you and are prompt. They know what they are talking about. ”

Millard Lowe, Principal - Assured Network Solutions