



Dion Design Group



## LAUNCH LIKE A PRO

Everything You Need To Plan and Prepare For Your  
New Business Website

[www.DionDesignGroup.com](http://www.DionDesignGroup.com)

# The Ultimate Website Planning Guide

So you want to build a website for your growing business, but you have no idea where to start and what you need to prepare?

Working with a website design agency can be a very exciting experience, but it can also be overwhelming and stressful. That is why we created this guide to help get you prepared and to start thinking about all of the things you will need in order to build a successful and profitable website.

This guide will start with a list of questions that will help you plan out your content and target the perfect audience for your products, services and/or blog. It will also help you start to think about the content that you will need to develop for your website and how it will solve a problem for your ideal customers.

Next, we've created several checklists to help you keep track of everything you need to do.

Preparing this list for your first design meeting will not only prevent some of that stress, but it will also save a lot of time and guesswork.

Please go through this Web Design Checklist and answer all questions to the best of your ability. Whether you choose to work with Dion Design Group or another website design agency, this guide will help you be fully prepared to create a website that meets all of your design, sales and marketing goals.

We hope this guide helps you create the website of your dreams!

*Cheri*



# The Ultimate Website Planning Guide

## Planning

### Things To Think About Before You Get Started

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Before you dive right into creating a new website, it's important to think about why you are creating the website. You want to think about your target audience and who you are trying to reach. What problems are you trying to solve for your visitors?

Knowing the answers to these questions will help you or your agency write better content for your website. Take some time to think about the following questions and record your answers.

#### Who are you creating this website for? Who is your ideal client or reader?

It is important to think about who you are creating your website for. Hint: it's not you! Think about your ideal customer and what their needs are. Your content will be so much better if you create it with this ideal person in mind. You are trying to solve a problem for your visitor and in order to do that, you need to understand who that person is.

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#### Why are you creating this website? What is it's purpose?

Hopefully you have a better understanding of who your ideal visitor is. Now think about what purpose your website should serve for them. Is it mostly informational? Are you providing a product or service? Do you want to gain a larger audience? Understanding the purpose for creating a website will also help you to create content that is helpful to your reader and leads them to take action.

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## What type of content will you provide?

Great content is key to having a successful website. You may think simply adding a few pages of content is enough to bring customer's to your website, but it is not. You need to think about what information you will provide to your visitors to help them trust you. With so much competition online, it is important to offer extra value to potential customers. Will you create a blog so you can post helpful hints or product tutorials? How will you keep your fans engaged and interested in what you have to offer? Will you create freebies and opt-in offers in exchange of an email address?

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## What do you want your visitors to do when they come to your website?

Now that you know who you are creating your website for and what purpose it will serve, it is time to think about how your content will help your visitors take action on your website. What tasks do you want them to perform when they visit your website? Do you want them to sign up for a newsletter or a webinar? Purchase a product? Download a guide or a freebie? Comment on a blog post? Share your content with others? Whatever you want your visitors to do, you have to ask them to do it. This is your "Call-to-Action". You can have multiple calls-to-action around your website, the more the better.

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## How do you plan to market and promote your website?

Killer content creation should be your main focus when starting a website. If you don't take the time to write great content which resonates with your reader, you might not get much interest in what you have to offer. However, once you begin to add great content to your website, you can begin to think about how you plan to promote your website. Some people try to take on too many marketing and social media platforms at the start. That will leave you spinning your wheels. Pick 1-2 marketing methods or social media platforms and focus on those. You don't need to be everywhere in the beginning. You will build an audience much quicker if you narrow your focus. Here is a little hint: Social media algorithms are very volatile, they are constantly changing and you can quickly lose your reach. Build your email list. You have full control of that!

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## What are your business goals?

Have you thought about the goals you have for your business? How many customers do you want? How much money do you want to make? How many lives do you want to change? Where do you want to be a year from now? Five years from now? It's easy to dive right into building a website before you've really had time to think about your big and long-term goals, but understanding the direction you want for your business will help you think about the content you want to plan for your website, which will help move you closer to your goals.

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## Pulling it all together

Now that you've done a bit of brainstorming, you should have a better idea as to what you want your website to accomplish and what you need to do to get there.

Take everything you have come up with so far and do some more brainstorming: What do you do or have to offer? What problem will you solve for your visitors? What type of content do you need to create to help solve your visitors problems and how will you get them to trust you and take action? How do you plan to grow your traffic and promote your new website? And...which business goals will help you determine where you should focus your time?

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## Checklists to Help You Plan

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It probably seems like there are a million tasks you need to think about when building a website. Use the following lists to help make it easier

### WEBSITE CHECKLIST

- ☐ Domain Name
- ☐ Website Hosting
- ☐ Content Management System
- ☐ Website Theme or Template
- ☐ Email Marketing Program
- ☐ Newsletter Signup Form
- ☐ Email Collection Popup or Hello Bar
- ☐ Call-to-Action
- ☐ Content Freebie or Optin
- ☐ Affiliate Links & Banners
- ☐ Blog & Commenting System
- ☐ Shopping Cart & Payment Gateway
- ☐ Social Media Sharing & Icons
- ☐ Client Testimonials
- ☐ Contact Form
- ☐ Privacy Policy
- ☐ Affiliate Policy
- ☐ Terms of Service
- ☐ Copyright Information

### BRANDING CHECKLIST

- ☐ MoodBoard
- ☐ Logo
- ☐ Secondary Logo
- ☐ Submarks
- ☐ Tagline
- ☐ Vision/Mission Statement
- ☐ Favicon
- ☐ Color Palette
- ☐ Typography
- ☐ Main Hero Image
- ☐ Sub Category Hero Images
- ☐ Blog Post Graphics
- ☐ Social Media Icons
- ☐ Style Guide

### SEO CHECKLIST

- ☐ Keyword List
- ☐ Longtail Keyword List
- ☐ Longtail Keywords included in Page Title
- ☐ Longtail Keywords included in Page Description
- ☐ Image Alt Tags
- ☐ Longtail Keywords Included in Page Content
- ☐ Keywords included in image name
- ☐ Google Analytics
- ☐ Google & Bing Webmaster Tools
- ☐ Sitemap

