

the simple site shop



Start Your Website

Workbook

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Congratulations on taking the first step to designing your brand new website!

This is a huge step for your business and it's a lot of work, so I'm proud of you for diving right in! You could've jumped right into Squarespace and started designing a pretty site, but there's a difference between a pretty website and a website that actually converts: the strategy behind the design decisions you make.

This workbook will walk you through everything you need to know to build a strategic and high-converting website. I promise that when you get to the fun part (actually designing your site!), you'll be so glad you put in the nitty-gritty work first.

So, let's get into it!

What We'll Cover

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01

Your Goals

The first step to building a strategic website is goal-setting. Every website should have at least one primary goal. What do you want people to actually do once they land on your website? Whether it's buying your product or booking your service, it helps to nail this down before you do anything else.

Choose one or two site goals and list them in the box below.

Example goals include:

- + Sell your product
- + Sell your service
- + Grow your email list
- + Increase blog readers, YouTube subscribers, or podcast listeners
- + Boost enrollment in your course
- + Become a thought leader in your field

What is your primary website goal?

What is your secondary website goal?

Only if you have one. If you only have one main goal, don't choose a secondary one just for the sake of doing so!

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Your Audience

Take a second to really think about the exact type of person you want to visit your website and purchase your product or service. This is a step that is often overlooked by new business owners, but it's quite possibly the most important one to think about when building out your website! So, don't skip it!

Everything on your website should speak to your ideal customer or client: from the colors and design style all the way down to your copy (aka the text on your website), so it's crucial to get super specific on who your people are.

How old are they?

What is their gender?

Where do they live?

What types of jobs do they have and how much money do they make?

What do they do in their free time? What do they watch, listen to, and love?

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Your Audience

What frustrates them?

What makes them excited to make a purchase or book a service for the first time?

What kind of information are they looking for when they visit your website?

Really put yourself in your ideal customer's shoes here!

Example 1: You own a wedding venue. Brides that are visiting your website are hoping to find photos of your property, information about packages and pricing, and how to get in touch to schedule a tour.

Example 2: You are a hairstylist. Potential new clients are coming to your website looking for examples of your work, your pricing, where you're located, and how to book you.

03

Your Site Map

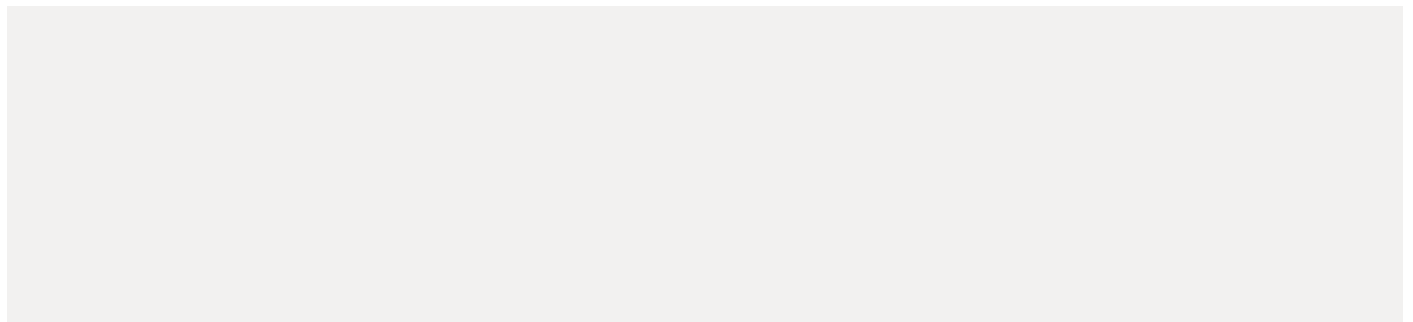
Site Structure

Let's talk website structure for a little bit. Here, we're going to get intentional on the exact pages you want on your website and how you want your ideal customers to navigate through your website (because guess what? You can totally guide people through the actions you want them to take on your website: in fact, you should!)

Let's start by listing out the pages you need on your website. Below is a list of pages you might want on your site (but you can totally add more if you don't see them on this list!):

- + Home
- + About
- + Shop
- + Gallery or Portfolio
- + Contact
- + Blog
- + Resources
- + Investment or Pricing

List out the pages you'll need on your website.



Site Roadmap

With these pages in mind, let's nail down your roadmap! This is the preferred navigation route you want your ideal customer to take on your website. In other words, the pages you want them to visit in the optimal order you want them to visit them in.

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Your Site Map

If you could hold your ideal customer's hand and walk them through your website, what route would you want them to take to ultimately take action?

You'll start at your homepage and end with the last page you want them to visit in order to achieve your main site goal. I'll show you a few examples to get you started!

If you're a website designer, your roadmap might look like this:

Home > Services > Portfolio > Contact

If you're a speech therapist, your roadmap might look more like this:

Home > About > Services > Contact

If you're a hairstylist, it might look like this:

Home > About > Gallery > Services + Pricing > Book an Appointment

Knowing that you want to start with your homepage and end with a Contact/Shop/Book an Appointment page, what pages are in the middle?

Type out your roadmap here! (Note: Not every site page you listed above needs to be in this map! Think minimal, and remember your primary site goal!).

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Your Site Map

Site Navigation

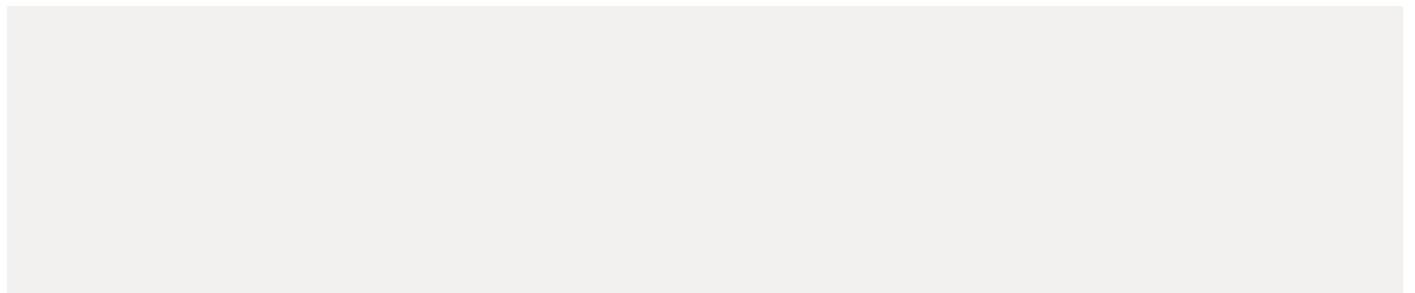
Let's move on to your site navigation! When I say navigation, I'm talking about the menu bar at the top of a website that lists out its main pages.

Have you ever been to a website with way too many navigation items and dropdown menus? It's overwhelming because you have too many choices. Keep this in mind when choosing the pages that go in your navigation bar. Simple and minimal is best, so choose no more than five pages to go in your navigation.

Also, the pages in your navigation bar should directly support the primary goal of your site. Think back to the roadmap you created!

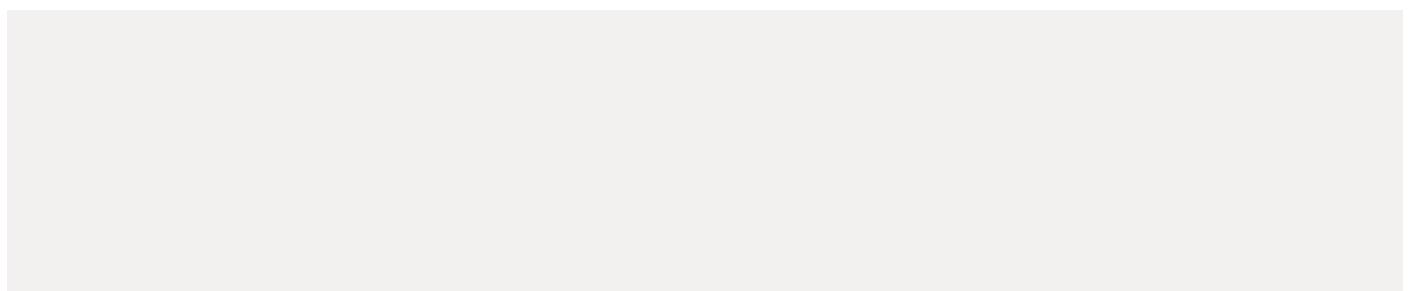
List up to five pages on your website that should be in your navigation bar.

Quick note: you don't have to list "Home" as one of your main navigation items. The vast majority of Internet users know that they can click on your logo to navigate back to your homepage, so leave room for your other important pages here.



List up to six pages on your website that should be in your footer.

Your footer is the bottom of your website. These can be the other important pages that just didn't make the cut for your navigation bar (like your blog or privacy policy).



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Your Site Map

Page Content

Now that you've got all the pages on your website listed out, it's time to think about the information that you want on those pages.

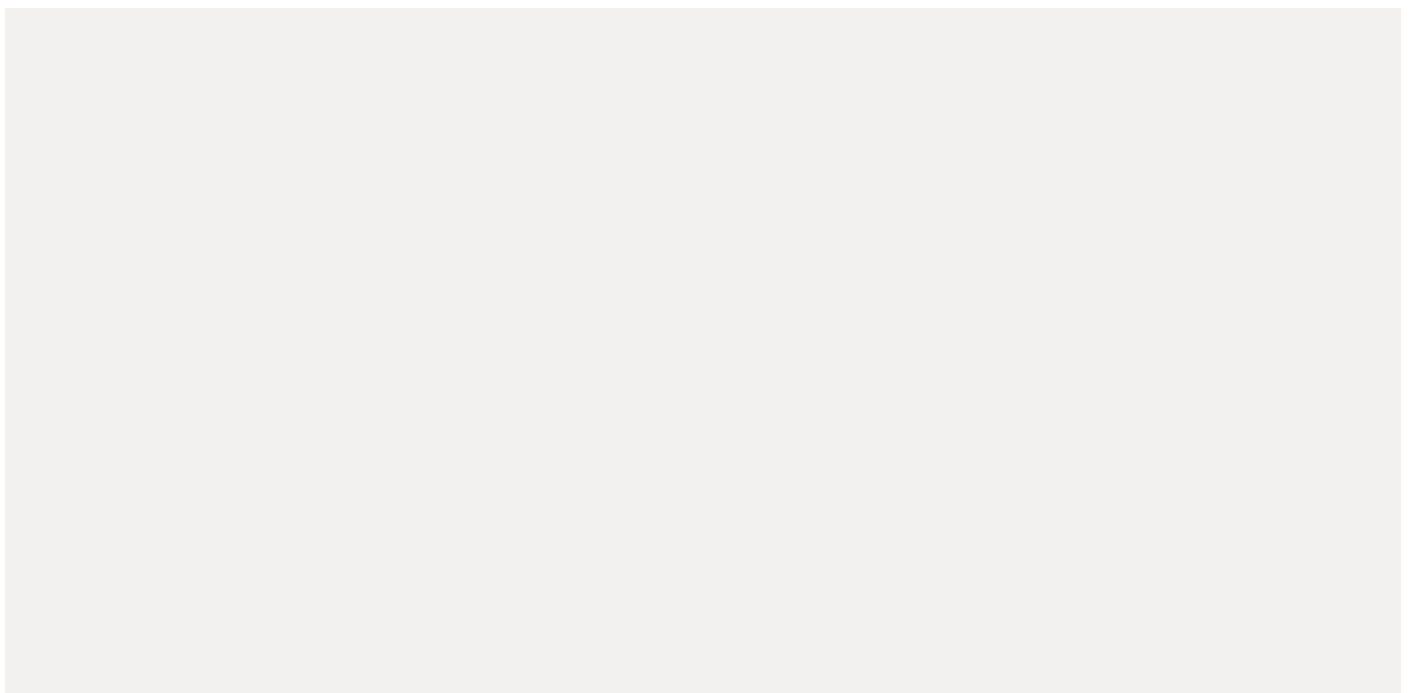
You don't have to write pages and pages of copy for your website just yet - sometimes it can be super helpful to just highlight the main topics you want to address on each page first.

Each of your pages will also need at least one Call to Action that guides your user through your website and helps them find the information they are looking for. A Call to Action is basically a button you'll place at the bottom of each page that directs them to the next page you'd like them to visit (again, think back to that roadmap!).

Of course, you can have more than one Call to Action on each page - get creative with it! Just always be thinking about what would help your ideal customer navigate through your website.

Use the box below to list out all the pages on your website, the information you want to be on each page, and at least one Call to Action for the bottom of the page.

Example: About Page: Information: My story, what I do Call to Action: Book a Free Discovery Call (link to: Contact page)



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Your Style

Whew, that was a lot of strategy...but you've made it to the fun part! Let's (finally) get into the actual design and visuals of your website.

When I'm designing a website, it always helps me to hop on Pinterest first and gather some inspiration. So, get on Pinterest, start searching for website ideas in your particular industry, and pin anything you're drawn to.

You can pin entire full-page screenshots of websites you like, or just one certain element of a page (like the layout of their recent blog posts, how they arranged their images on the page, or even just a font you like!).

Then, look at your website ideas board and choose two to three websites that you love to use as inspiration!

After you've figured out what pieces of the sites that you love, let's document it here.

Use the three boxes below to write out the URL of the site you like, what you like about the site, and the "must-haves" on that site that you have to have on your website!

site one

site two

site three

You did it! Time to build your site!

I know that took you a lot of thought and consideration, so I'm proud of you for nailing your website strategy! You'll have a much smoother web-building process now that you've put in all the behind-the-scenes work!

You'll go into the design process knowing that you have a solid strategy nailed down for your website. Your clients will love how easy your site is to navigate, and they'll know where to go to find the information they're looking for.

And you will be able to sit back and sip your coffee while you achieve your goals for your website!

Oh yeah, and here's a little deal for you!

Let's get you hooked up with a gorgeous website template!

Our templates are affordable and totally easy to plug in your logos, colors, and content. We'll install the template for you and hand it over to you with simple walkthrough videos, guides on nailing down your strategy and preparing your content, an SEO checklist, and everything you need to know before you launch.

You don't have to fly blind - we'll take care of the tech stuff for you so you can get back to doing what you love!

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