



Website Planning Worksheet

Use this worksheet to get clear on the goals you have for your business and your new website!

IF YOU HAVEN'T YET SIGNED UP FOR A FREE TRIAL GO TO [SHINEPAGES.COM/REGISTER-WELCOME](https://shinepages.com/register-welcome)



Welcome!

You're in the right place if you are SO ready to launch your new site!



I'm excited that you have downloaded this worksheet! It means you are one step closer to a new website that you and your customers, clients and prospects will absolutely LOVE!

This worksheet contains thought-provoking, foundational questions about your business and your brand that you'll want to be clear about as you start in on the actual design & set-up of your new website.

By taking a little time to go thru this worksheet as you begin, you will be better prepared to create a client-winning website to be proud of!

-Robin

Founder & CEO of ShinePages



Start Here

set your foundation...

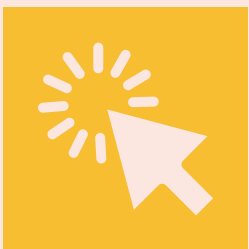
As with most things in life, it's easiest to build when you have a strong foundation.

Use the answers to these questions to set the FOUNDATION of your new website...



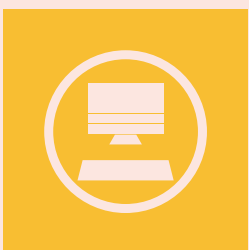
WHAT PROBLEM DO YOU SOLVE & FOR WHOM?

It can be both the simplest AND the hardest question to answer: "What do you do?" Getting clear on the actual problem you solve - and the person you solve it for - will make ALL design, branding & marketing decisions easier!



WHAT ACTION DO YOU WANT VISITORS TO TAKE?

When you know what you do and who you serve - the next step is knowing what you want them to do next. (Book a call? Download a guide? Answer a question?) Creating a clear and simple path for your visitors is key.



WHAT IMPRESSION DO YOU WANT TO MAKE?

Your brand is much more than just a logo, colors & fonts. However, visual elements - used consistently - DO create a memorable and emotional connection to your brand. How do you want to show up?



prep time!

Print off the following pages and spend a little time brainstorming and filling them out. This will help you as you design & build your site!

(Hint: only print pages 5-12 and choose "black & white" to save ink.
You can even print two pages to a sheet!)



The Basics...

Let's start off super EASY to get things rolling! On this page, jot down the basics of your business. You already know this information, but sometimes it helps to write it down on paper to make sure you don't forget anything on your website. :)



Name of your business:

Do you currently own a domain name/URL for your business? If so - what is it?
if not - what is your desired URL? (we recommend [Namecheap](#) to buy your . com)

Is your business location-specific? If so-what city or greater metro area do you serve?

How will clients contact you? List the phone and/or email you will include on your site:

Do you have specific business hours you'd like to list on your site?

Foundation One...

WHAT PROBLEM DO YOU SOLVE AND FOR WHOM?

What problem or pain point do you solve with your products/services/business?
In other words: How do YOU currently describe what you do:

Now think of your ideal client or customer - who are they? Get specific! Think not only about demographics like age, gender, race, income, education, location, etc. but also psychographics such as interests, hobbies, style, etc. Think of ONE person and give them a name!

Now let's describe the problem or pain point in the actual words of your client. Think about how this person talks to their friends when they are complaining about the problem they have, or the phrases or questions they are typing into google to look for solutions to their pain points. This will help you in copywriting on your site.

Enter the word, phrases, slang and/or jargon commonly used by your ideal client below:
(note - not just the words YOU would use or even the "true/underlying" issue they may have but are not yet aware of. Just list the words they actually use in real life to describe the problem or pain point they have as they identify it currently.) When you write copy for your site - use these words!

Foundation One...

WHAT PROBLEM DO YOU SOLVE AND FOR WHOM? (continued)

Now, taking the information from the previous page into account, let's combine the following elements into a unique and specific value proposition statement that clearly and concisely describes:

- 1) WHO you serve
- 2) WHAT problem/pain point or issue you help them solve (or the "HAPPY END RESULT" you help them achieve)
- 3) HOW you're different or the unique method you use
- 4) WHERE you're located (Optional - if your business is location specific)

Here is one basic "formula" for summing up your statement

(Note: the order can be rearranged and transition words swapped out for others):

I help {WHO/WHERE}: description of your ideal client} to {HAPPY RESULT: your ideal client's desired results or outcome} by {HOW: your method, process, unique solution or product} without {WHAT: most feared or hated pain point of ideal client}

An example of this "in action": (the order can be switched around a bit)

"I help new homeowners design rooms they love, that feel like THEM, without spending thousands of dollars using my 'Functional Feng-Shui Formula'"

Write your own:

Foundation Two

WHAT ACTION DO YOU WANT VISITORS TO TAKE?

The answer to this question lies in two parts - One: what is the goal of your website and Two: what is the next logical step for your ideal client to take?

Your website should help you build brand awareness and share information with your ideal clients to help them get to know, like and trust you. But it should ALSO drive ACTION. That said - what is the primary GOAL of your website? (check one!)

- To book appointments or one-on-one sessions with clients
- To fill group classes, events or workshops with customers or students
- To sell physical products or take orders
- To sell digital products (downloads) or online courses
- To increase foot traffic to a physical location
- To grow an email list
- To share content and build a following in order to earn advertising or affiliate \$\$
- Other (describe below)

Foundation Two

WHAT ACTION DO YOU WANT VISITORS TO TAKE? (continued)

Now, let's think about the information your ideal client would need to help them go from having the problem or pain point you described (page 6) to taking an action on your site (page 8) to help them find a solution.

FIRST - What PAGES would you need on your site to share the relevant and necessary information? (Think minimally - you don't want to overwhelm your visitors with too much information or too many places to go!)

<input type="checkbox"/> Home	<input type="checkbox"/> Blog
<input type="checkbox"/> About	<input type="checkbox"/> Terms & Conditions/Privacy Policy
<input type="checkbox"/> Services	<input type="checkbox"/> _____
<input type="checkbox"/> Shop	<input type="checkbox"/> _____
<input type="checkbox"/> Book an Appointment	<input type="checkbox"/> _____
<input type="checkbox"/> Contact	<input type="checkbox"/> _____

SECOND - What 1-2 primary CALLS TO ACTION can you include that would:

- a) help your IDEAL CLIENT take one step closer to finding a solution &
- b) help YOU get one step closer to fulfilling the GOAL of your website

<input type="checkbox"/> Book a Free Consultation (or Call)	<input type="checkbox"/> Shop Now (or Get This Discount Code)
<input type="checkbox"/> Download this Free Guide	<input type="checkbox"/> _____
<input type="checkbox"/> Sign Up For This Free Masterclass	<input type="checkbox"/> _____

Foundation Three

WHAT IMPRESSION DO YOU WANT TO MAKE?

One way to get inspired about how to visually represent YOUR brand is to check out how others are showing up online! So do a little browsing of websites you love. They can be in your same industry or something different altogether. List out at least 3 below and then get specific on WHAT you like about them. Is it the layout? The colors? The content? Think thru what appeals to you about each and jot that down.

Website #1:

What elements do you like about this site?

Website #2:

What elements do you like about this site?

Website #3:

What elements do you like about this site?

Next, have some fun creating a MOOD BOARD on Pinterest!

Keeping your ideal client/customer in mind, start searching for all the inspiring things and post them to a new Board you create called "Website Mood Board". These can be colors you love, images, patterns or textures, font combinations, logo inspirations, etc.

As you pin, you'll start to see trends emerging that can be used in your online branding!

Foundation Three

WHAT IMPRESSION DO YOU WANT TO MAKE? (continued)

With some inspiration fueling you, it's now time to hone in on your brand's colors, fonts, and images. These elements make up the visual branding on your website and absolutely make a lasting impression and an emotional connection with your visitor.

Follow these tips to get your brand assets in order!



Images:

Too often, lack of great images holds people back from launching their website! Don't let that be you! Take imperfect action by taking your own images or using royalty-free stock images. Learn how on the blog:

ShinePages.com/Blog



Colors:

Create consistency across your website, social media and other marketing channels by honing in your brand palette. Choose 1 or 2 main colors as your primary brand colors and use an additional 1-3 as needed for accents and background shades. More info on the blog:

ShinePages.com/Blog



Fonts:

it's amazing how a seemingly small change to font can make a big difference in the mood, spirit and impact of your brand! You will want to choose fonts for your Headlines, Subheads, Body copy and potentially an Accent font as well. Learn more on the blog:

ShinePages.com/Blog

Wrapping up...

As you can probably see - there is a lot that goes into a website!

I hope this worksheet has helped you think thru your brand, your value and your ideal customer so that your foundation is strong as you begin building!

And speaking of building - did you know that we have a FREE "Build Your Site Bootcamp" Training that takes you step by step thru the design and tech to get you Launched quickly? Sign up at buildyoursitebootcamp.com

But before you go, just a few more things to consider and keep in mind when we get started together:

Does your website need to be set up for e-commerce?

YES

NO

Does your website need to be set up for online bookings?

YES

NO

Does your website need a blog?

YES

NO

Do you have a freebie to deliver? (PDF checklist, e-book, etc.)

YES

NO

You can do ALL OF THIS and more with ShinePages!

Sign up for your free ShinePages trial at:
shinepages.com/register-welcome