



CREATIVE  
BY ALEXA

*The ultimate*

# WEBSITE CONTENT PLANNER

This planner is a comprehensive guide to planning your website and content, and the PERFECT place for you to get started!

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CREATIVE BY ALEXA

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# 1.

# The

# RESEARCH

- Website Purpose, Type + Goals
- Target Audience
- Inspiration
- Page Breakdown





# WEBSITE PURPOSE

This will help inform how we structure the website. It should also help inform how you should be writing your content (tone, message, purpose), and what sort of imagery you might need.

## What type of Website you want?

- Business website
- E-Commerce
- Blog
- Personal website
- Educational
- Portfolio

## What is the main purpose of your Website?

You can choose multiple, but a maximum of three should be enough to keep a strong focus on hitting these purposes.

- Promotional** — More text heavy, aimed at helping customers learn more about you, and your products and history.
- Educational** — Teach your audience something, more resource/blog post heavy, instructional language.
- To sell products and/or services** — Feature products and items, use language to market and sell, image-heavy.
- Motivational** — Inspire customers to do something, language is more guiding, resource- and blog-heavy
- Functional** — Provide access to business services, online quotes, view order status, and submit applications
- Engagement** — Provide a place for customers to interact with your business, blog-like, submit questions, etc
- Informational** — Provide information to current and potential customers. This is an overall look at your business and where to find you.
- Entertainment** — E.g., online magazines, movies, the arts. Easy to navigate, frequently updated, videos, podcasts, slideshows, etc.

# WEBSITE GOALS

This will help inform how we structure the website. It should also help inform how you should be writing your content (tone, message, purpose), and what sort of imagery you might need.

## What are your Website goals?

You can choose multiple, but a maximum of three should be enough to keep a strong focus on hitting these goals.

■ **Increase sales** — Search engine optimization, well-organized content, userfriendly site, effective calls to action, increase conversion rate.

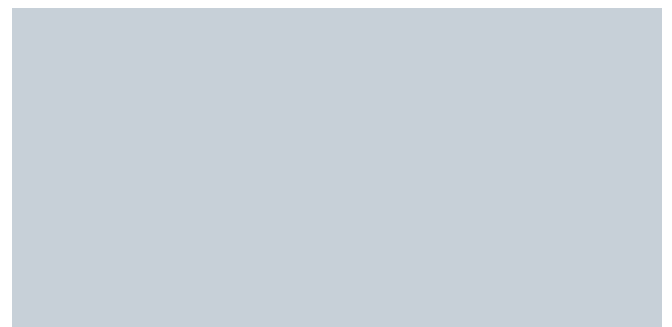
■ **Becoming an authoritative resource (i.e., an expert in your field where people go for help/information)** — Providing quality content on your website, regularly adding new information, establishing trust, marketing your site on other websites and social media.

■ **Improve interaction with existing and potential customers** — Email marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.

■ **Build your brand** — Active social media program, promotions, reputation management.

■ **Increase your leads (traffic/engagement/email capture)** — Clearly communicated content, consistently updated, search engine optimization, user-friendly site, effective calls to action, consistent sections for users to get in touch/contact/sign-up.

**Other**



# TARGET AUDIENCE

This can differ from your main audience if your website serves a different purpose, such as selling or being more informational. What sort of people do you want to be looking at your site and engaging with it?

## Demographic, Geographic information

- What age range is your ideal customer?
- Gender of your ideal customer?
- Income of your ideal customer?
- What does your ideal customer do?
- Where do they live?

## Behavioral information

- What are their interests?
- What do they need?
- What challenges are they facing?

# WEBSITE INSPIRATION

This will help you to really visualize your ideas for your new website. Start by finding whole websites, or snippets of website sections, that speak to you visually or that you like how they work.

## Inspo. Example #1

Add link below:

What do you like about this example?

## Inspo. Example #2

Add link below:

What do you like about this example?

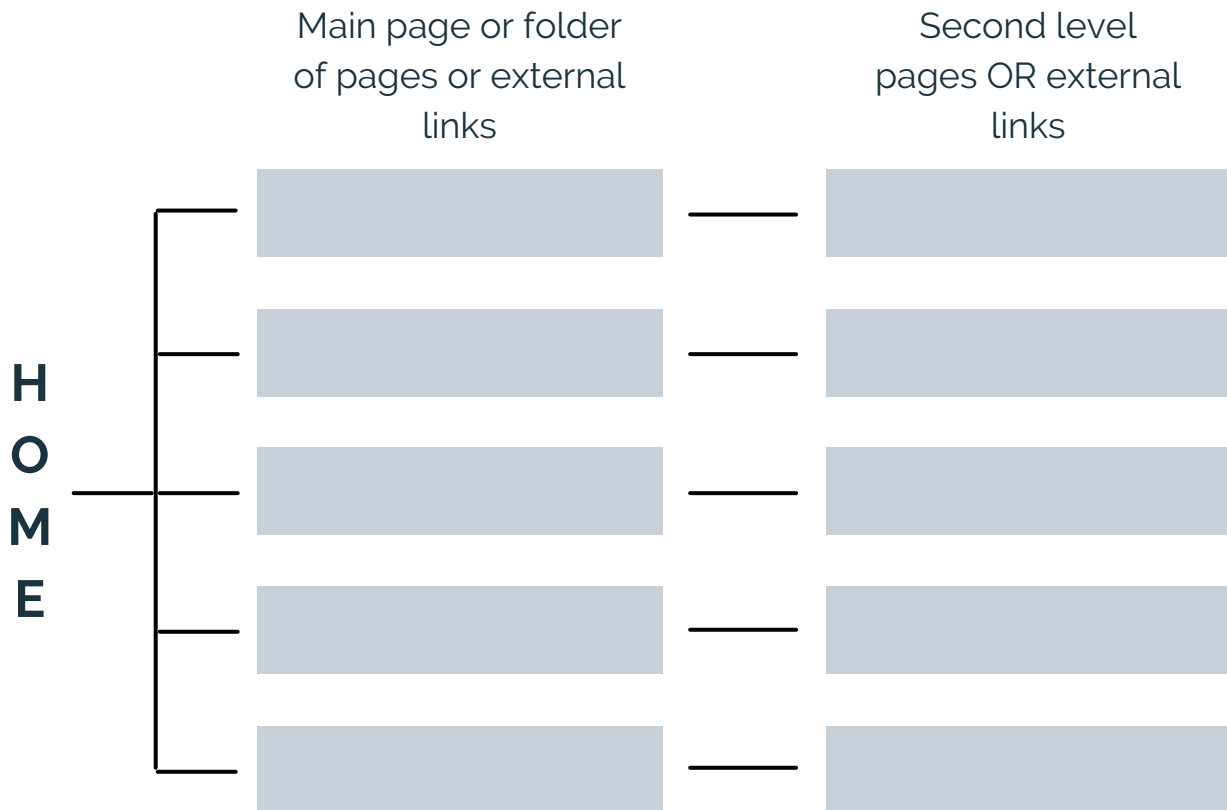
## Inspo. Example #3

Add link below:

What do you like about this example?

# PAGE NAVIGATION BREAKDOWN

Use this interactive page as a guide for writing out the page navigation titles you need, as well as any pages that will be under a main page. You can't go wrong with a pad and pen either, so feel free to print out this page and scribble your ideas all over it!



**Additional content/notes:**

A large, empty grey rectangular area provided for additional content or notes.

# 2.

# The DETAILS

- Domain Information
- Backend Info
- SEO Description
- Brand Identity





# DOMAIN INFORMATION

A domain name is your website name and the address your audience can search and find your website with. A domain name can be any combination of letters and numbers, and it can be used with any of the various domain name extensions, such as .com, .net, and more.

## Do you already have your domain?

**YES**



Who is your domain registrar (i.e., who did you buy it from):

What is your domain address?

**NO**



What domain name have you chosen? :

Backup domain, in case yours is not available:

When getting your free domain from Wix, you can pick from the following specific domain extensions: .com, .net, .org, .co.uk, .biz, .club, .coach, .fit, .art, .be, .live, .nl, .online, .fitness, .info, .pictures, .rocks, .space, .shop, .store, .studio, .training, .xyz, .yoga, .de

- **Keep it short and sweet**
- **Consider the meaning of the name in other cultures**
- **Test the name out on a few other people**
- **Say the name out loud**
- **Keep the name niche-focused**

# BACKEND INFORMATION

These are the details of your Business that build up the #behindthescenes foundation of your site, and may differ from what the public will see.

## Region & Location

Country:

State, Region:

Measurement Standard:

Metric

Imperial

## Additional info:

## Business Information

Business name:

Business address:

Contact phone number:

Contact Email:

Business hours:

# SEO DESCRIPTION

All websites should be built for clean indexing by search engines, but the content you add to your site and how you present it plays a key role in how easily people are able to find you. Ensure your site is optimized for search engines and visitors alike.

## What is an SEO description?

A short (50-300 characters), relevant and readable description of your site's meta description. This description will appear below your link in Google. Writing an engaging meta description that includes relevant keywords will lead to a boost in your click-through rate (i.e., people visiting your site!).

Think of it like an elevator pitch, but in a short statement that you have five seconds to tell someone. A good thing to consider is what the people you want to work with are searching for and typing into their search engine.

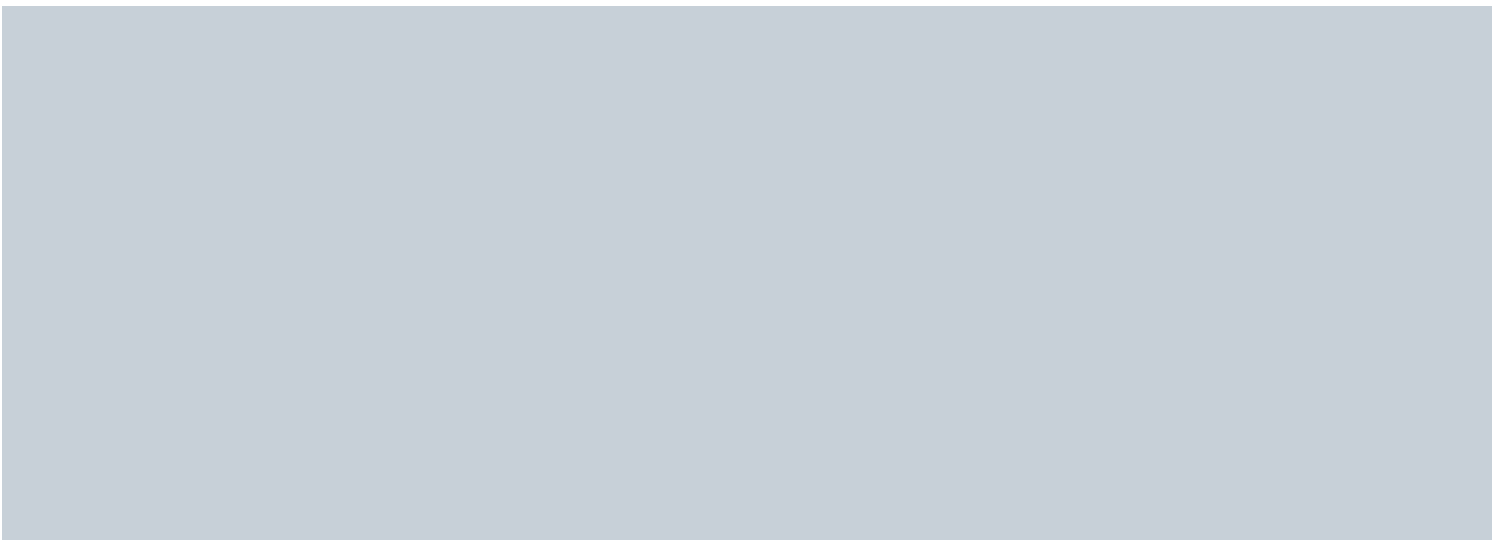
## Example:

**Lonely Planet:** Love travel? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from Lonely Planet.

**Travel Yosemite:** The official website for planning your Yosemite National Park vacation. Here you can where to stay, what to see and what to do.

## Your SEO description:

Please, don't forget that every SEO description must contain Business name and location in case you offer your services only in specific area.



# SEO KEYWORDS

All websites should be built for clean indexing by search engines, but the content you add to your site and how you present it plays a key role in how easily people are able to find you. Ensure your site is optimized for search engines and visitors alike.

## What is an SEO keywords?

Your SEO keywords are the keywords and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site. Keywords are one of the main elements of SEO.

The more specific you are the higher is your chance to be found. That's why is better to use mid and long tail keywords.

## Example:

- **Short-tail keywords:** running shoes
- **Mid-tail keywords:** best running shoes
- **Long-tail keywords:** best running shoes for bad knees

## Your 3 main SEO keywords:

Please, write your 3 main SEO keywords in short, mid and long tail form. Think about your product, what is your website about and what words would your potential clients use to find you on search engines.

Short-tail keywords, Mid-tail keywords, Long-tail keywords:

## Your 15 side SEO keywords:

Please, write your 15 side SEO keywords in any form. Use the words you also using on your website.



# BRAND IDENTITY

A big mistake a lot of business owner's make is starting to create their website before they have solidified they're branding colors and font choices. This leads to total disconnect from page to page and a massive amount of time wasted.

★ If you haven't yet made any of these decisions I can help you with that for additional fee and time.

Do you need a help to create your Brand Identity?



YES



NO

## Front choices:

### Headline.

Should be used for all headlines.

### Complimentary Headline.

Should be used for all headlines.

### Sub-Heading.

Should be used for all Subheads.

### Body Copy.

Should be used for all body copy.

*example*

Brittany font

## Color Palette:

I encourage you to have a mix of 6 brand colors pre-chosen to allow depth and versatility for your brand and also for your website.

Hex Code:

Hex Code:

Hex Code:

Hex Code:

Hex Code:

Hex Code:

Button Color Hex Code:

#5098BA

#F4EDEA

#1B333E



#95BED1

#BE9A88

# SOCIAL MEDIA LINKS

These are the details that build up the #behindthescenes foundation of your site, and may differ from what the public will see.

## Social Media Accounts (Connected Accounts):



Facebook:



Instagram:



Pinterest:



Youtube:



Twitter:



LinkedIn:

# The PROMPTS

# 3.

- Home Page
- About Page
- Services / Work With Me Page
- Blog Sidebar
- Contact Page



# HOME PAGE

Your homepage is sometimes the first touch point your audience has with your brand —so you want to make a great first impression! Your home page can usually be broken into sections (again, this will differ between every business), so start by thinking about what TOP main points/messages/offering you want to showcase on this first critical page.

## Menu

### Hero Statement

In 1-2 short sentences, explain who you are, who you help, and how you help them.

### Hero Image

Name (added to google drive) of the image you want to add here.

### What You Are Selling / Offering List and/or describe your top services:

#### Value Stack #1

List some paths you want your visitors to take:

#### Value Stack #2

List some paths you want your visitors to take

#### Value Stack #3

List some paths you want your visitors to take:



# NEWS LETTER SUBSCRIBE FORM

Your homepage is sometimes the first touch point your audience has with your brand —so you want to make a great first impression! Your home page can usually be broken into sections (again, this will differ between every business), so start by thinking about what TOP main points/messages/offering you want to showcase on this first critical page.

## Menu

### News letter

**Title** (e.g., "Subscribe Now")

**Form name**

**Description**

**Disclaimer**

**Submit Button** Label (default is "Submit" but you can snazz it up)

**Post-Submit Message** (default is "Thank You" but you can change it)

# ABOUT PAGE

Your About page can often become one of your most visited page on your whole site, so now is the time to wow your audience (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. If they are coming to you for your professional services, they may want to hear about your background/credentials/story. If they are coming to you to buy actual products, they may want to know your "Why", how you got started, and/or the story behind the products.

## Menu

**Page Title:** The page title is what appears in the top of the browser window. Example: "Meet the Founder" or "About the Artist"

## Images

Name (added to google drive) of the images you want to add here.

**About:** Draft your About page content here or add this content to google drive folder I have sent you as "About text".

**SEO: Unique description:**

# ABOUT PAGE

Your About page can often become one of your most visited page on your whole site, so now is the time to wow your audience (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. If they are coming to you for your professional services, they may want to hear about your background/credentials/story. If they are coming to you to buy actual products, they may want to know your "Why", how you got started, and/or the story behind the products.

## PROMPTS

- Name & title (most people will be looking for this/want to know you are real)
- Describe what you do
- What services you provide
- Who you ideally want to work with
- Tell a story!
- Explain why someone should work with you
- Explain why someone should buy your products
- Talk about your background/credentials
- Share a personal experience
- Share the "Why" of your business
- Provide details about what you do on your time off (e.g., hobbies)
- Share some relatable facts about yourself
- Where are you from?
- Where are you currently based?
- Add links to social media or articles you've been featured in

# SERVICE/WORK WITH ME PAGE

Depending on your business, this page could be the BIG SELLER of your website, so this is where you want to be adding key information, pricing (or not), links, and as many details as possible so that your audience has a very clear idea of what you are offering and how it will benefit them. As well, add where to get in touch so they can take advantage of those services!

## Menu

**Page Title:** The page title is what appears in the top of the browser window. Example: "What We Do" or "Our Offerings"

## Images

Name (added to google drive) of the images you want to add here.

**Services:** Draft your Service page content here or add this content to google drive folder I have sent you as "Services text".

PLUS **Value Stack:** Example: "See Recent Work" or "Get in Touch" or "Book A Project".

**SEO: Unique description:**



# SERVICE/WORK WITH ME PAGE

Depending on your business, this page could be the BIG SELLER of your website, so this is where you want to be adding key information, pricing (or not), links, and as many details as possible so that your audience has a very clear idea of what you are offering and how it will benefit them. As well, add where to get in touch so they can take advantage of those services!

## Challenges / Problems

Write/begin with an introduction of a few of the challenges or problems your audience is facing (that you are solving). Example: 'Are you struggling with ...' or 'this service is for you if...'

## List your services

This will be dependent on your business, but you can either package up your services into clearly defined deliverables with a sentence or two explaining them, or you can keep it simple and just list out what you do and have a call to action for more information.

## List Prices (Or Not)

Again, very dependent on your business but you can either list your set pricing with each service, not include a price at all, or just have 'pricing from \$X' so your audience knows where your pricing begins.

## Include some FAQs

gain you can either have them on the page, as drop downs, as a PDF file they can download or with a link to separate FAQs page. Think about your most frequently asked questions and what would be helpful for your audience to know.

## Explain Your Process

This can be written out on your Services page, or linked to if you want to have it as a separate page. Think about the steps your audience needs to book in/get in touch, and how it all works once they begin working with you/have bought from you.

## Add A Document

You don't have to have all your service info on the one page, get creative and include a downloadable Services list or Price list so people can quickly scan your Services page for relevant details and download your file to print and read later.

## Include examples of your work/case studies

This is great for most businesses and can be exactly the visuals needed to inspire your audience to work with you/buy your service. Only include your very best examples, and you can even tailor them per service (Example: show website work for your website design services or provide a testimonial from a happy client for your coaching services).

# BLOG SIDEBAR

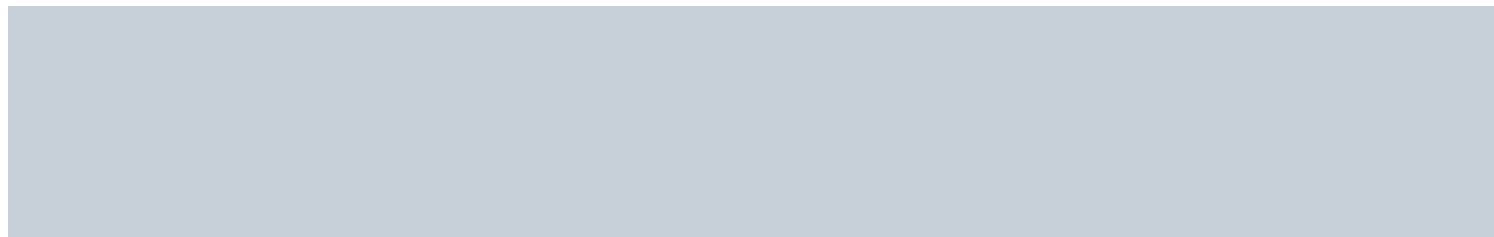
WIX blogs always come with a sidebar—and they can be a great addition to your website. If blogging is your main gig, a sidebar can be a useful element for you. However, even if it isn't, sidebars are a nice way to provide more information about you as well as links off to other parts of your site (aka calls to action!)

## Filtering with categories

A little used feature by new business owners or bloggers is the ability to categorize and tag their posts. You can use categories and tags to organize content and help visitors find content that interests them. When a customer clicks on a category or tag in a blog post, they'll see all the posts filtered by that category or tag.

### Category ideas here:

Categories divide content by subject or type. It is recommended that categories are kept relatively limited, as too many categories can be confusing or overwhelming to your readers.



### Tag ideas here:

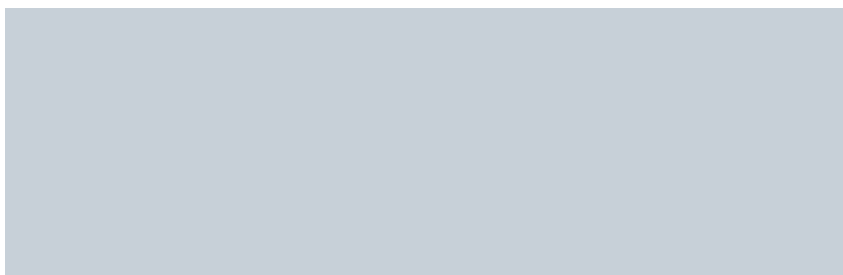
Tags can be used liberally and are specific to each post topic. Tag with keywords, year, month, subject matter, or anything else your viewers might find interesting. Tags are like the original hashtag. Example: Personal, family, love, lifestyle, beach, tree, camera, fun



### Examples you can add:

- A category menu
- Newsletter subscribe
- Links to Latest Blog Posts
- A Search Bar
- Social Media links

### Additional content/notes for your designer/copywriter, or blog post ideas:



# CONTACT

You can add a Contact page to your site with content like your contact information, a form, a map, and hours of operation. Often overlooked as just an information page, your Contact page should still carry across your branding and tone of voice, and don't be afraid to have fun with it! Especially if it's the one way your audience is supposed to get in touch with you.

## Menu

**Page Title:** The page title is what appears in the top of the browser window. Example: "Let's Chat" or "Get in Touch"

## Images

Name (added to google drive) of the images you want to add here.

**Contact:** Page intro (if applicable):

PLUS **Value Stack:** Example: "See Recent Work" or "Get in Touch" or "Book A Project".

## What you can add:

- Add Social Media links
- Add Newsletter Subscribe
- Add FAQs to this page
- Add a Map

# YOUR CONTACT DETAILS

Not everyone wants to fill out a form(next page) and because of that, you need to decide which contact information you want to send out to the world for your business. Keep in mind this is also a really great place for you to add in a calendar booking link so that potential clients can book a time with you.

## Details You Want to Provide:

Phone number

Email address

Location/s

Timezone

Opening hours

Studio Information

Other relevant information

## Additional info:



# CONTACT FORM

This is the most important part of your Contact page. Really think about what information you want to elicit from your audience, and what's going to help YOU service their needs properly and efficiently.

## Contact form:

Some examples are below, but try to personalize it to your own business:

- First Name & Last Name
- Location/Address
- Email Address
- Business Name
- Phone Number
- What is your website?
- What is your budget for this project?
- Do you have a headline?
- Subject Line
- What services are you interested in?
- How did you hear about us?
- Message

## Other form fields you want to add:

# ADDITIONAL PAGE IDEAS

## FAQs Page

## Privacy Policy

## Terms and Conditions

## Resource Library

Free downloadables or courses or anything you want to share (either free or paid)

## Recommendation Page

A great page for sharing tools you use or other businesses you recommend. Disclose any affiliate links and start to drive people to your most recommended apps or websites.

## Portfolio Showcase

Great for showing off recent work and who you have worked with.

## Your Process

Delve into what you will do and how you do it, and give your audience a deep dive into the inner workings of your services' processes

## Testimonials

## Podcast

## Courses (Free or Paid)

## Disclaimer

## Download the App

## Image Gallery

## Career Vacancies

## Events/Workshops

## Directory

Create a directory with different listings that are helpful to your client or audience.

## Client Portal

## Press/As Seen In

Get featured a lot? Show it off with a page of links to articles or write-ups about you!

## Forum/Community

## Commerce Related



*Thank you!*

**Now that you have your entire website planned out you can start with the "creating" process!**

If you are interested in my Website Services send me this document to my email: [support@creativebyalexa.com](mailto:support@creativebyalexa.com) and I will come back to you with Free Quote :)

Thank you!