> *If you do not know exactly where you're going, how will you know when you get there?*

01. SITE GOALS

Every site needs to have an ultimate purpose, a clear reason to exist. What is yours?
- Grow email list
- Sell a product or service
- Increase podcast listeners
- Build a community or following
- Enroll new people in membership
- Demonstrate your authority on a certain topic

MY SITE GOAL

02. CONTENT PLANNING

How could your copy and layout steer visitors towards your goal?
For example: Clear brand statement, freebies to entice email sign ups, a showcase of your products or work.

What are the steps in your desired behavior flow?
Example: Instagram -> Homepage -> CTA -> Email -> Purchase

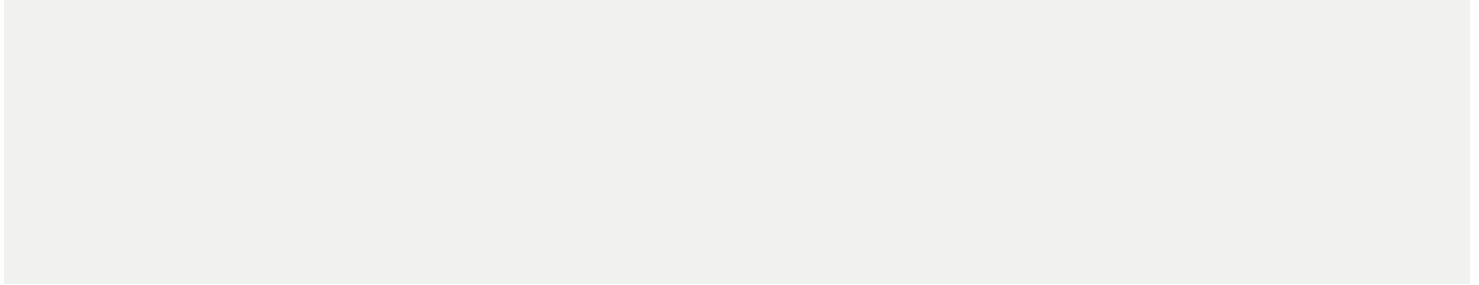What distractions might hinder their progress?
Think links away from site, social icons, sidebars, unnecessary navigation items.

Sketch out a rough draft of your home page below. (This is called a wireframe)
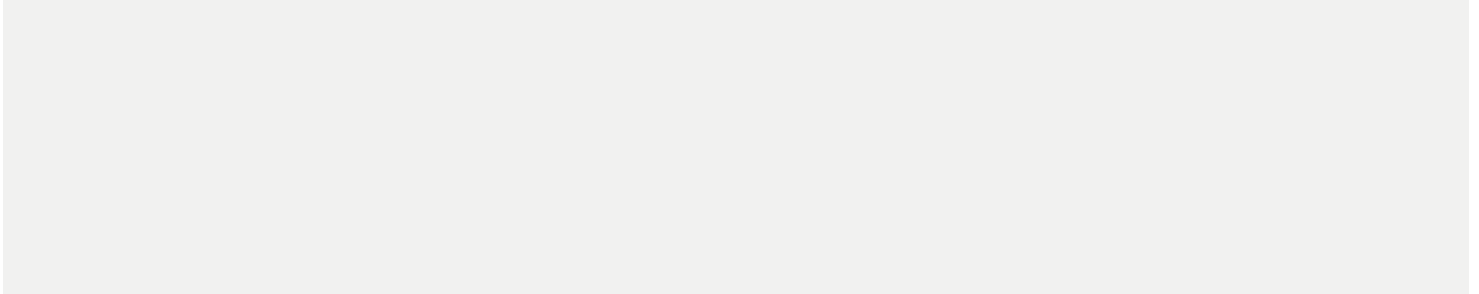
03. BRANDING BASICS

+ PURPOSE - What you do & Why
+ AUDIENCE - Who you do it for
+ VISUALS - How it catches their attention
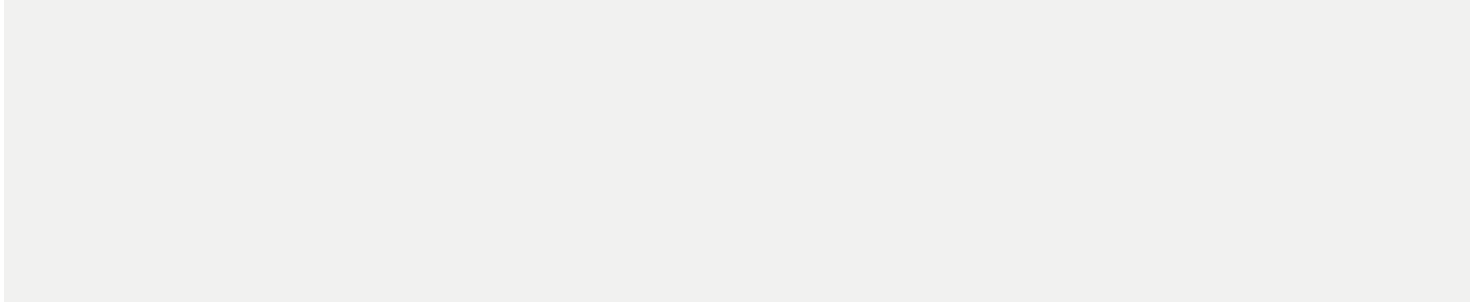
Define what you do & WHY.

Who is your idea client or customer?
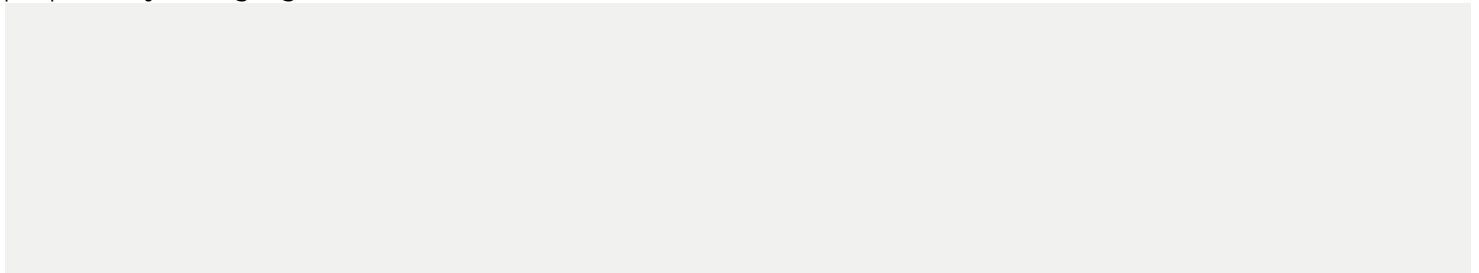Think of audience as a single person and describe him or her in as much detail as your can.

Define the feeling or mood your want your brand to communicate.
Be sure it aligns with your purpose and resonates with audience.

04. SEO

Stands for Search Engine Optimization; optimizing your website to make it show up organically at the top of Google search results.

Brainstorm your strategic keywords and compile a list of the most powerful/descriptive words that will help people find you on google.

What are some of the answers that your audience is searching for on Google? List three posts you could write to show up in those search results

05. PICKING A PLATFORM

Squarespace Pro/Con	WordPress Pro/Con	Wix Pro/Con	Weebly Pro/Con

My platform pick:

06. BUILD!

Build it yourself or hire it out! Regardless I just know that it's gonna be brilliant!
If you have questions on your brand or website, shoot me an email.
Let's chat! hello.nikkole.marie@gmail.com

Questions on my upcoming website building course?
Visit nikkolemariecreative.com/courses

Cheers,

Nikkole Marie