

NIKKOLE MARIE CREATIVE STUDIO

Website Planning Guide

GET CLEAR ON YOUR GOALS NOW



NIKKOLEMARIECREATIVE.COM

01. DEFINE YOUR GOALS

Every website needs an ultimate purpose, a clear reason to exist.

What's yours?

- Grow my email list
- Sell a product or service
- Increase podcast listeners
- Build a community or following
- Enroll new people in membership
- Demonstrate my authority on a specific topic

02. BRANDING BASICS

- PURPOSE
- AUDIENCE
- VISUALS

Define what you do and why.

Who's your ideal client or customer?

Think of your audience as an individual and describe them in as much detail as possible.

03. MOOD + VISUALS

What vibe do you want your brand to communicate?

Be sure your visuals align with your purpose and resonate with your audience.

Consistent fonts and cohesive colors communicate the mood of your brand, ensuring your website makes a memorable impact.

Additional creative touch points include:

Fonts — HEADING

SUBHEADING

BODY TEXT

Color Palette —

HEX #

HEX #

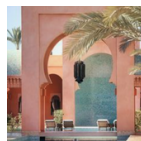
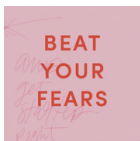
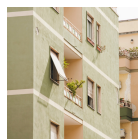
HEX #

HEX #

FOR EXAMPLE

MY MOOD

Cheerful • Warm • Creative • Playful • Minimal



Heading-Playfair

Subheading - Muli Bold

Body Text - Lora

04. CONTENT PLANNING

Start by outlining your primary pages and website navigation.

What pages do you need and what purpose will they serve? List yours below:

PAGES	PURPOSE

Secondary navigation or not linked pages.

Are there other pages that might not appear in your primary navigation but are still important to link elsewhere?

05. SEO (SEARCH ENGINE OPTIMIZATION)

Optimizing your website allows it to show up organically at the top of Google search results.

Brainstorm strategic keywords and compile a list of the most powerful and descriptive terms to help leads find you on Google.

06. WEBSITE MESSAGING

Define your website messaging.

AKA "website copy." Copy dictates design and it's helpful to have all your strategic messaging ready to go before you begin the design process. Gather your copy page by page and keep it in a folder on your computer or Google Drive. This makes it easy to access once you're ready to begin building.

PRO TIP

Writing about yourself can be awkward—but doesn't have to be! Consider hiring a professional copywriter to save valuable time and resources. Not sure where to start? I'm happy to share recommendations.

07. WIREFRAME

A wireframe is a sketch of a website that outlines key elements of the page. Your homework? Layout how you envision core pages below. You may need more space to sketch out your vision. Don't be afraid to grab more paper.

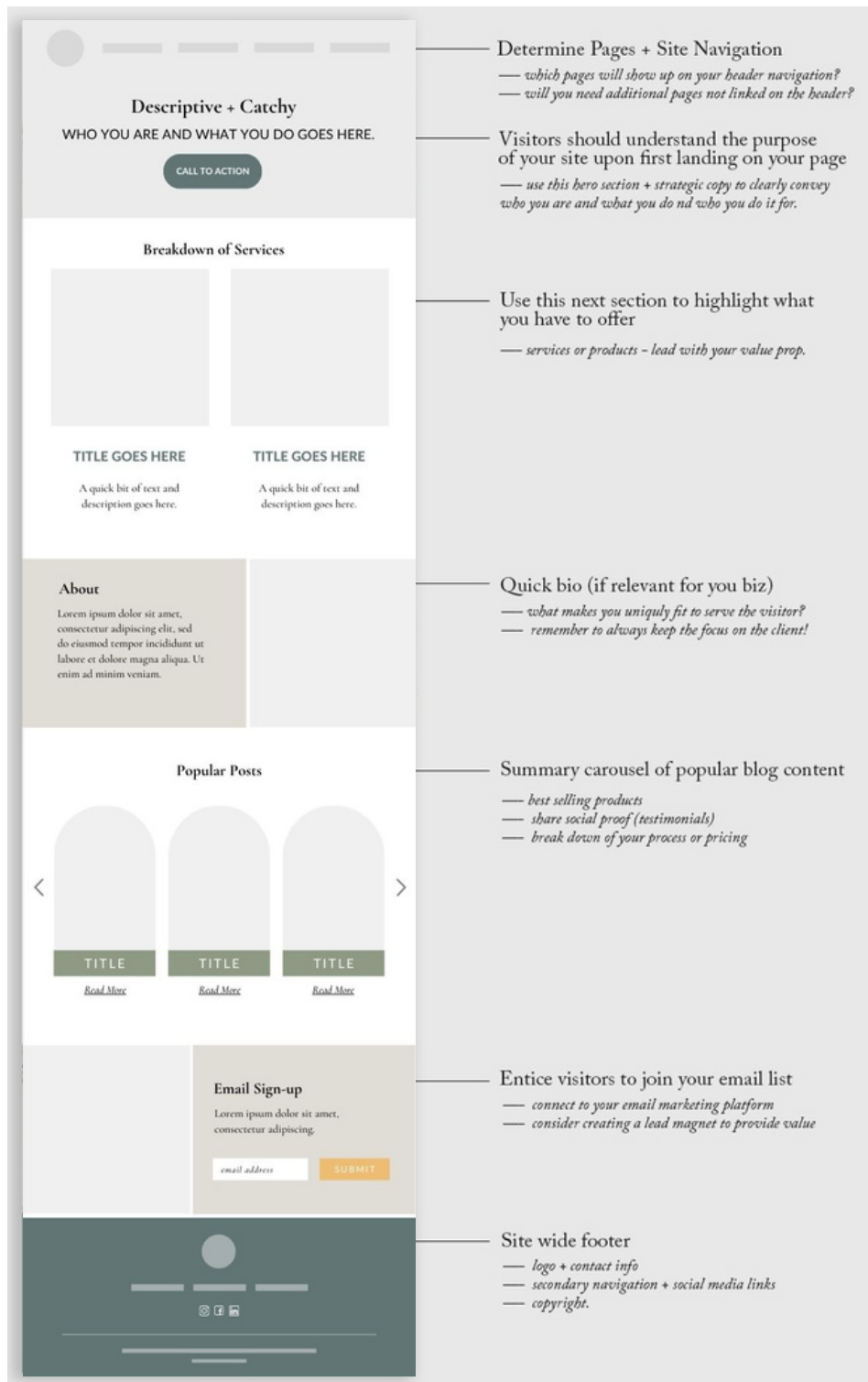
HOME

ABOUT

SERVICES

FOR EXAMPLE

Need inspiration? Here's an example to help get started:



NEED MORE HELP?

Prioritizing your online presence is a smart move and I'm here to support you every step of the way!

Use this website planning guide to get clarity on your goals and plan your site in one easy to use document.

Questions? Let's chat!

I'll help guide you through the design process and take care of the technical side too. Would love to work with you!

Happy website planning!

– *Nikkole*



NIKKOLEMARIECREATIVE.COM

HELLO.NIKKOLE.MARIE@GMAIL.COM



SMALL BUSINESS BRANDING
& WEBSITE DESIGN

