

Ultimate Website Planning Checklist FOR YOUR CREATIVE BUSINESS

- SKETCHBOOK OR BINDER: to house all your ideas, image clippings, and inspiration
- WHAT IS YOUR WHY: What is your mission and driving motivation.
- ASSESS WHERE YOU ARE: What is currently working and not working?
- WHAT IS YOUR NICHE: What is your area of focus within your industry?
- WHAT MAKES YOU BRILLIANT: What are your strengths and unique capabilities?
- SITE OBJECTIVES: What do you need your site to do for you? What is its purpose? Site goals?
- USER GOALS: What do you want the visitors to do when they get to your site? What are your goals for the website in terms of visitor actions? What do you think your site visitor should accomplish or know by visiting your site?
- WHAT PROBLEM DO YOU SOLVE: How do you improve the lives of others? Potential clients need to be able to understand clearly the value you provide.
- WHAT ARE YOUR SITE FEATURES: Newsletter integration, payment processors, appointment scheduling, etc.
- IDEAL AUDIENCE: What are their urgent needs and compelling desires? What is the best way to connect with them?
- LEAD GENERATOR: A valuable free resource that your offering in exchange for clients email address
- CORE OFFERINGS: What are your products and services.
- UNDERSTAND THE COMPETITION: It's important to understand your market and how you can pivot to what the market needs.
- HOW ARE YOU DIFFERENT: Why does it matter, why should someone buy from you?
- BRAND VALUES: What does your company stand for?



- BRAND BOUNDARIES: Defining what your brand isn't can also provide clarity.
- BRAND IDENTITY: Your brand is really what other people say about you. What do you want them to feel and experience?
- INSPIRATION: What are a few brands that get the look and feel you want right?
- CLEAR CLIENT PROFILE: The decisions you make for your website design (brand the colors, language, images, layout, etc.) should be determined by your customer profile and what they will be attracted to.
- DOMAIN NAME: Secure a custom domain url for your business.
- BUSINESS EMAIL ADDRESS: Get a professional email address that matches your domain name. (support@yourdomain.com)
- LOGO: Simple high quality logo that can scale small and large for your business
- LOGO VARIATIONS: Variations of the main logo to fit different placement opportunities
- SUBMARK: A much smaller variation of you logo to use as a favicon or watermark
- BRAND BUZZWORDS: What are the words that define your brand?
- BRAND COLORS: What colors create the feeling you want your site to have?
- FONT STYLES: Pick two to three fonts that you can use consistently throughout your brand.
- BRAND LANGUAGE: What language and tone will you use to communicate to your audience in an authentic and relatable way?
- BRAND PERSONALITY: What characteristics would resonate with your audience type?
- BRAND STORY: What transformation process does your product or service take customers through?
- PRODUCT AND SERVICE DESCRIPTIONS: Focus on the value, the transformation, what problem does it solve
- PRICING: Are you appropriately priced for your level of experience and expertise? Pricing impacts the perceived value.
- CLIENT ON BOARDING: What is your customer process, payment system, and terms?



- FAQ: What are your businesses frequently asked questions? What information would aid customers with information to remove or limit purchasing friction?
- DECIDE ON A PLATFORM: What content management system will you use to build your site: Showit, Squarespace, Wordpress?
- HOSTING: If you are going with Wordpress you are going to need a hosting provider unless you go with Showit where hosting is included.
- SITE OUTLINE: List all the pages your site needs.
- MAIN SITE NAVIGATION: What pages will be housed in your header navigation?
- FOOTER NAVIGATION: What pages will be housed in your footer navigation?
- CONTENT STRATEGY: What content can you create that will educate and transform your audience?
- A CALL TO ACTION FOR EACH PAGE: What action do you want browsers to take?
- SITE PHOTOGRAPHY: Images that make people want to buy your product or service. How many and what type are needed for each page?
- HEADSHOTS: Humanize your brand with professional headshots
- EMAIL SIGNATURE: That includes your logo, contact info and links
- MARKETING STRATEGY: A way to get the word out for your brand

NEED RESOURCES TO HELP YOU COMPLETE YOUR WEBSITE?

YOU MAY FIND SOME OF THESE USEFUL

www.heylaurenlane.com/resources



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