

Website

COPY & GUIDE WORKBOOK

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INTRODUCTION & HOW TO USE

Welcome

Putting a website together can be feel so stressful and overwhelming and I totally get it! After years of building websites I have realized that for many they need a real guide. Something that will be both visual and instructional with examples. So that's how this guide came to be.



WEBSITE STRATEGY

Every single website should have a strategy (end goal) behind it. For many this is selling a service or a product. But how does your prospective client get on your website and go from the homepage to buying? With a strategy and website map.

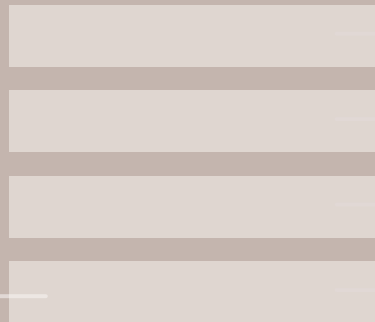
On the next page you will see a section for you to fill out your website map/strategy plan. Start with the homepage. What sections on the homepage will be the most important to your audience to get them to buy from you?

[WATCH AN EXAMPLE HERE](#)

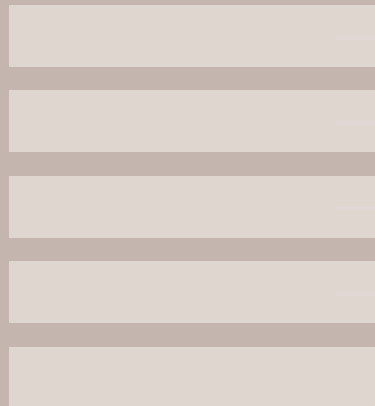
STRATEGY FOR NAVIGATION



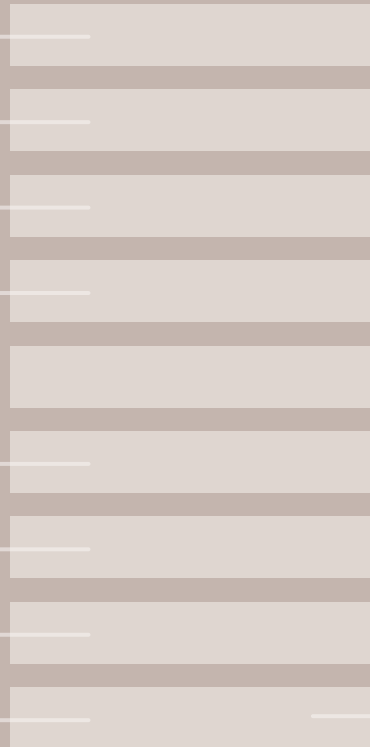
HIGHLIGHT
PAGES



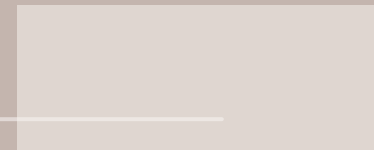
OTHER PAGES



CALL TO ACTIONS



END GOAL



HOME PAGE EXPERIENCE

WHO ARE YOU? _____

WHAT DO YOU DO? _____

WHO DO YOU DO IT FOR? AND WHERE? _____

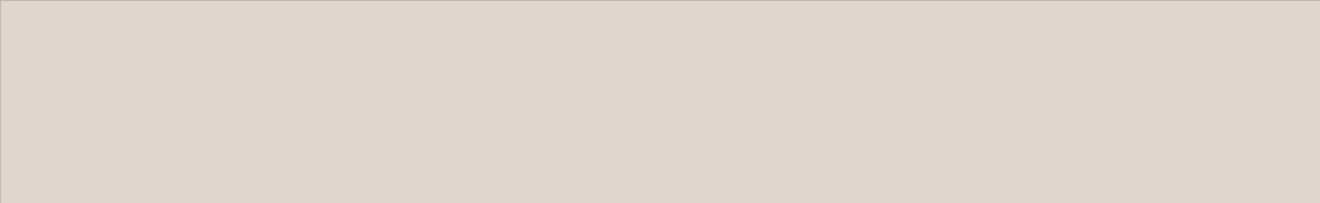
WHAT PROBLEMS DO YOU SOLVE? _____

HOME PAGE NOTES:

NOTES:



IMAGES FOR THE PAGE:



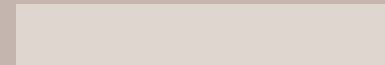
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



ABOUT PAGE EXPERIENCE

WHAT IS YOUR NAME? _____

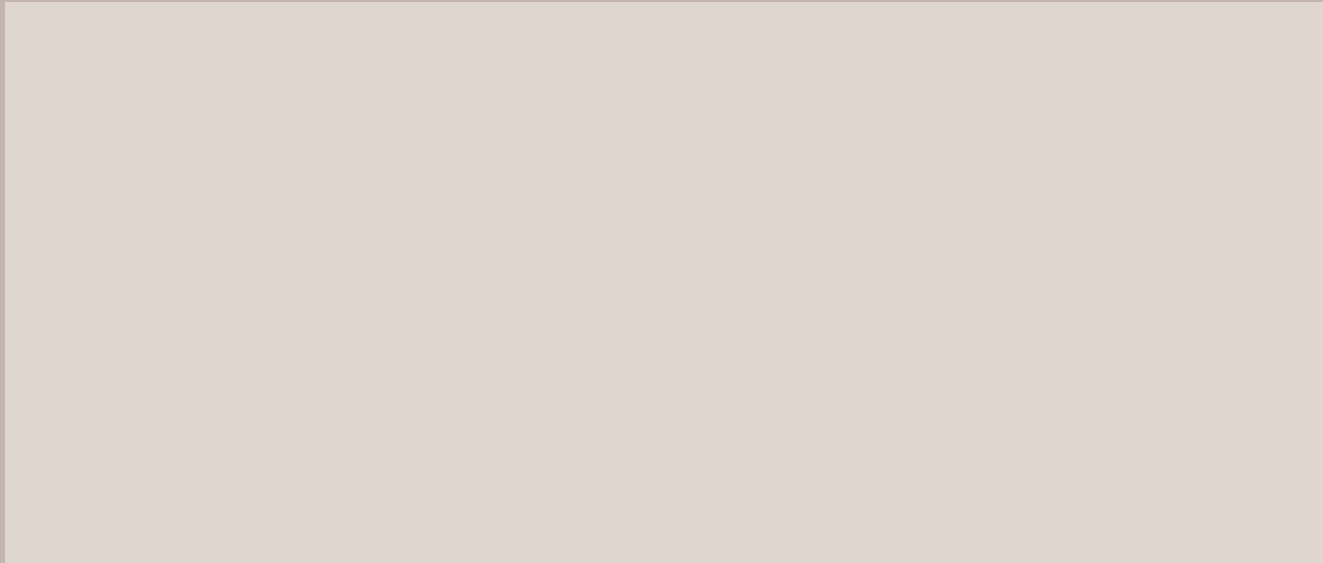
HOW DID YOU GET TO WHERE YOU ARE? _____

WHAT KIND OF PERSONALITY DO YOU HAVE? _____

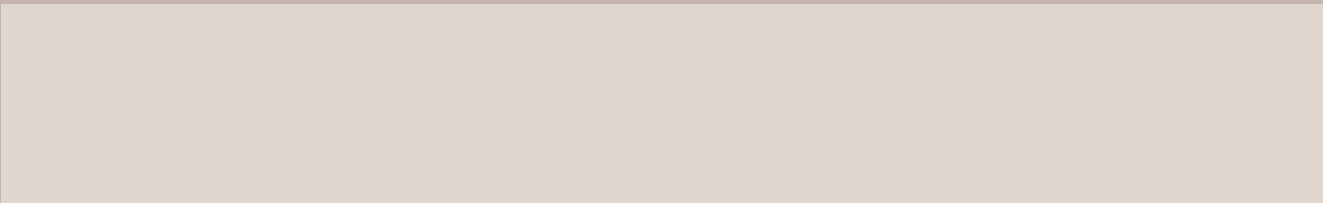
WHAT MAKES YOU DIFFERENT THAN YOUR COMPETITION? _____

ABOUT PAGE NOTES:

PAGE NOTES:



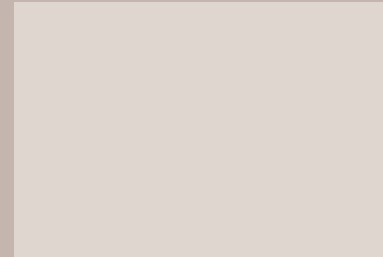
IMAGES FOR THE PAGE:



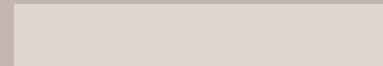
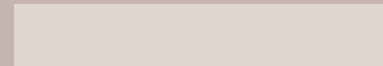
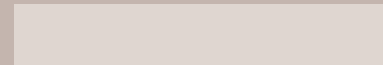
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



SERVICE PAGE EXPERIENCE (1)

NAME OF A SERVICE AND PRICE? _____

WHAT IS INCLUDED IN THIS SERVICE? _____

WHAT IS THE OUTCOME FROM THEM PURCHASING THE SERVICE? _____

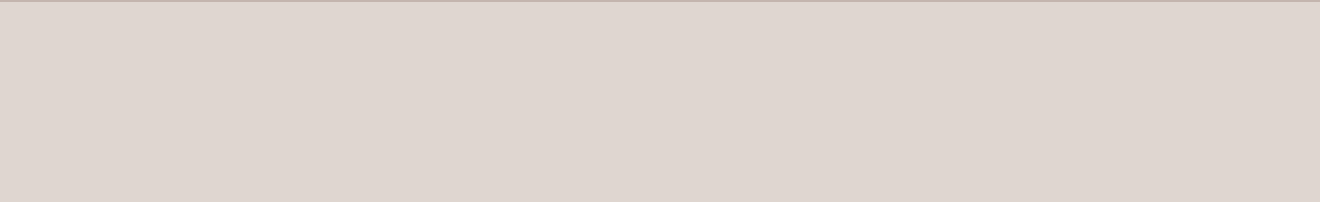
WHAT IS THE PROCESS? _____

SERVICE PAGE (1) NOTES:

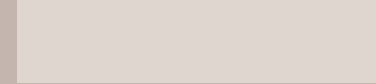
PAGE NOTES:



IMAGES FOR THE PAGE:



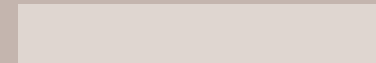
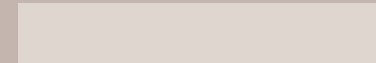
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



SERVICE PAGE EXPERIENCE (2)

NAME OF A SERVICE AND PRICE? _____

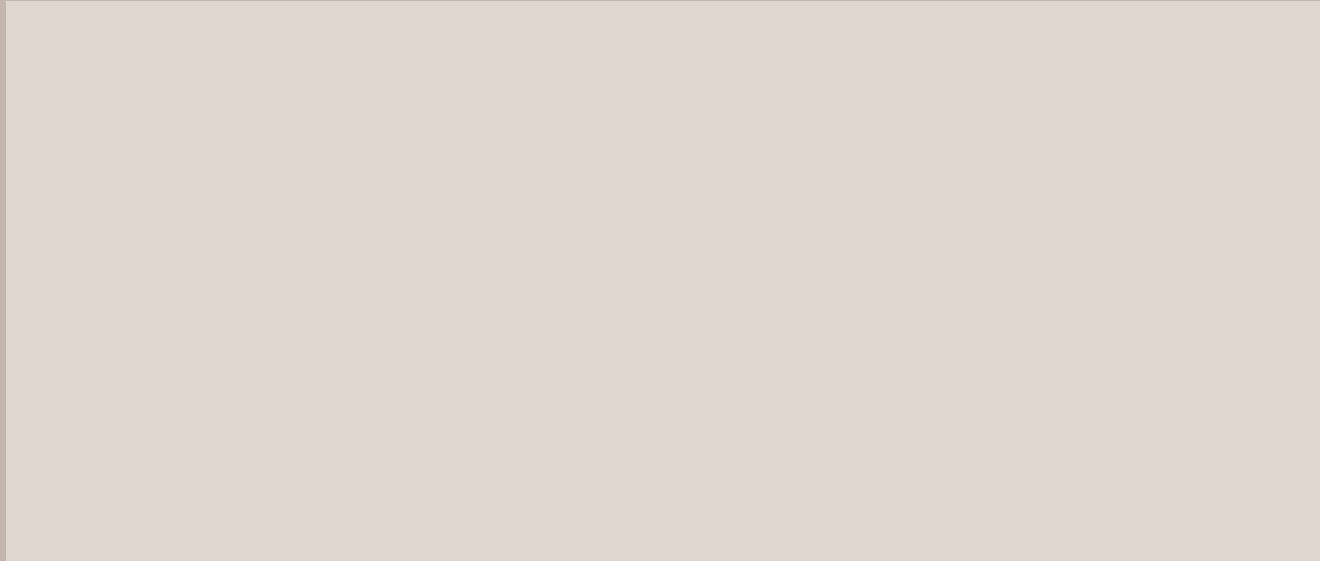
WHAT IS INCLUDED IN THIS SERVICE? _____

WHAT IS THE OUTCOME FROM THEM PURCHASING THE SERVICE? _____

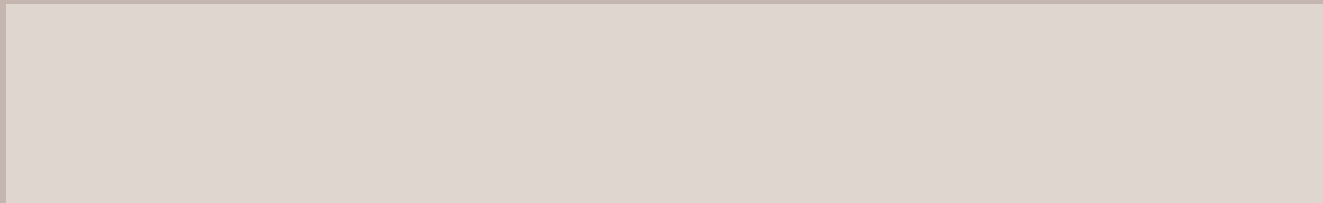
WHAT IS THE PROCESS? _____

SERVICE PAGE (2) NOTES:

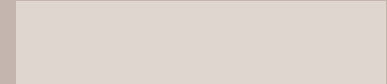
PAGE NOTES:



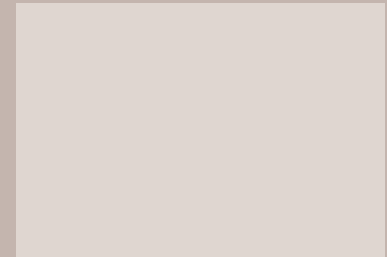
IMAGES FOR THE PAGE:



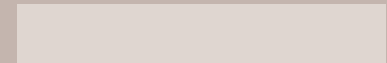
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



SERVICE PAGE EXPERIENCE (3)

NAME OF A SERVICE AND PRICE? _____

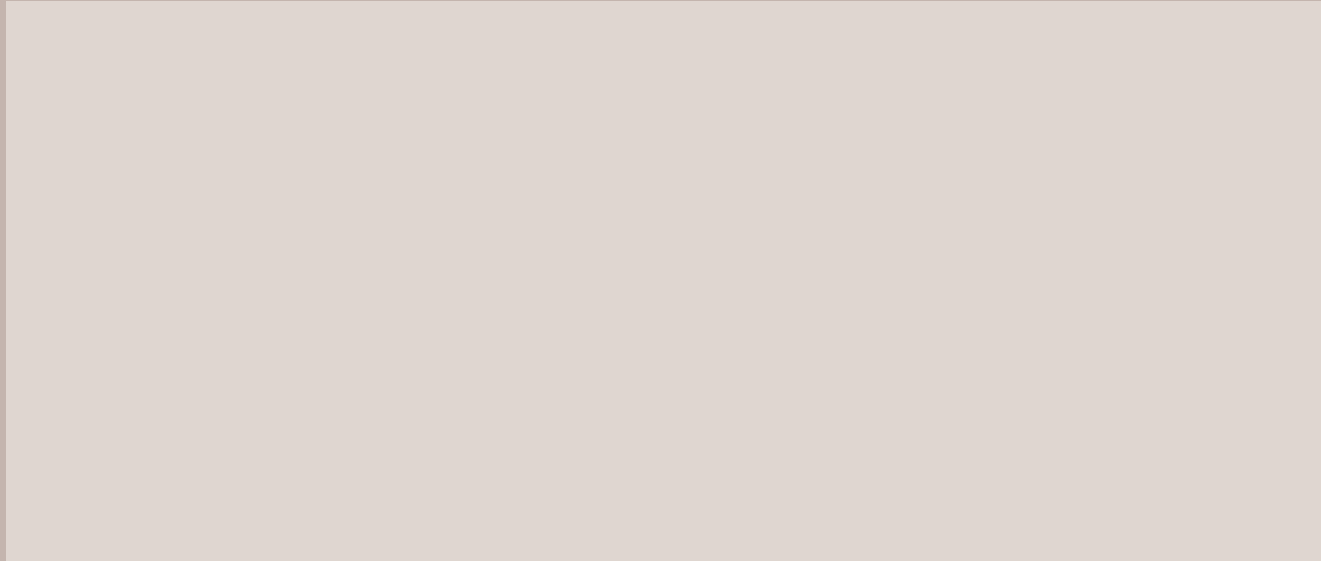
WHAT IS INCLUDED IN THIS SERVICE? _____

WHAT IS THE OUTCOME FROM THEM PURCHASING THE SERVICE? _____

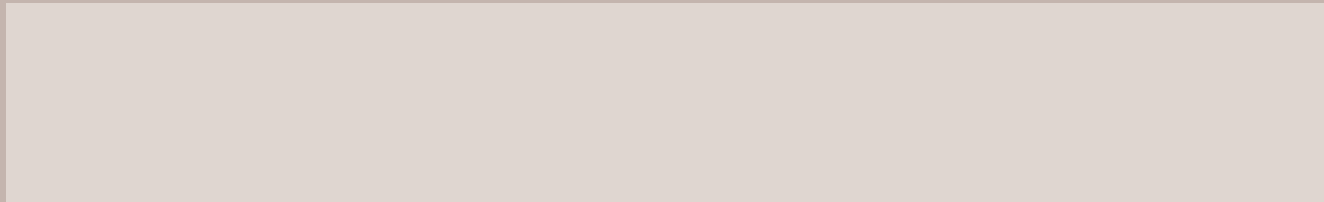
WHAT IS THE PROCESS? _____

SERVICE PAGE (3) NOTES:

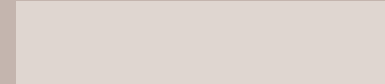
PAGE NOTES:



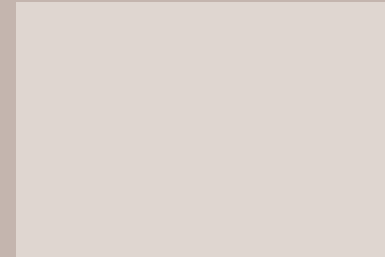
IMAGES FOR THE PAGE:



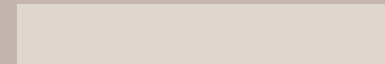
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



GALLERY PAGE EXPERIENCE:

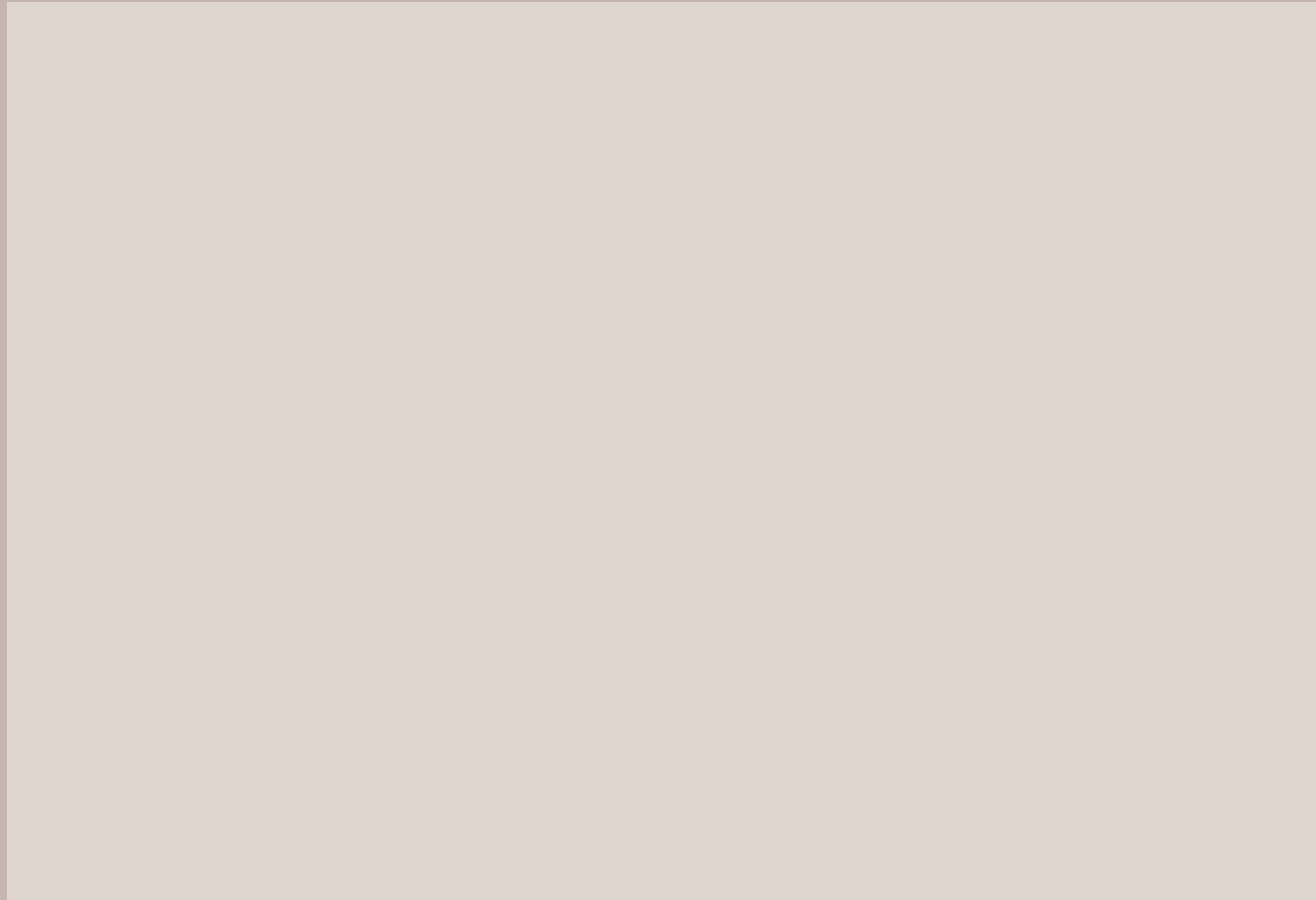
MAIN GALLERIES

SUB MAIN GALLERIES



GALLERY PAGE NOTES:

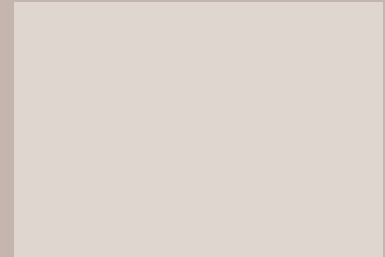
PAGE NOTES:



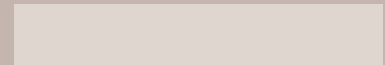
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



MAIN SHOP PAGE EXPERIENCE

TYPES OF PRODUCTS YOU SELL?

[Empty text box for product types]

WHAT IS THE BENEFIT OF THE PRODUCTS?

[Empty text box for product benefits]

PRODUCT CATEGORIES ?

[Empty text box for product categories]

PRODUCT (1)

PRODUCT NAME ?

PRODUCT PRICE ?

QUANTITY

PRODUCT DESCRIPTION:

PRODUCT CATEGORY

NOTES:

PRODUCT (2)

PRODUCT NAME ?

PRODUCT PRICE ?

QUANTITY

PRODUCT DESCRIPTION:

PRODUCT CATEGORY

NOTES:

PRODUCT (3)

PRODUCT NAME ?

PRODUCT PRICE ?

QUANTITY

PRODUCT DESCRIPTION:

PRODUCT CATEGORY

NOTES:

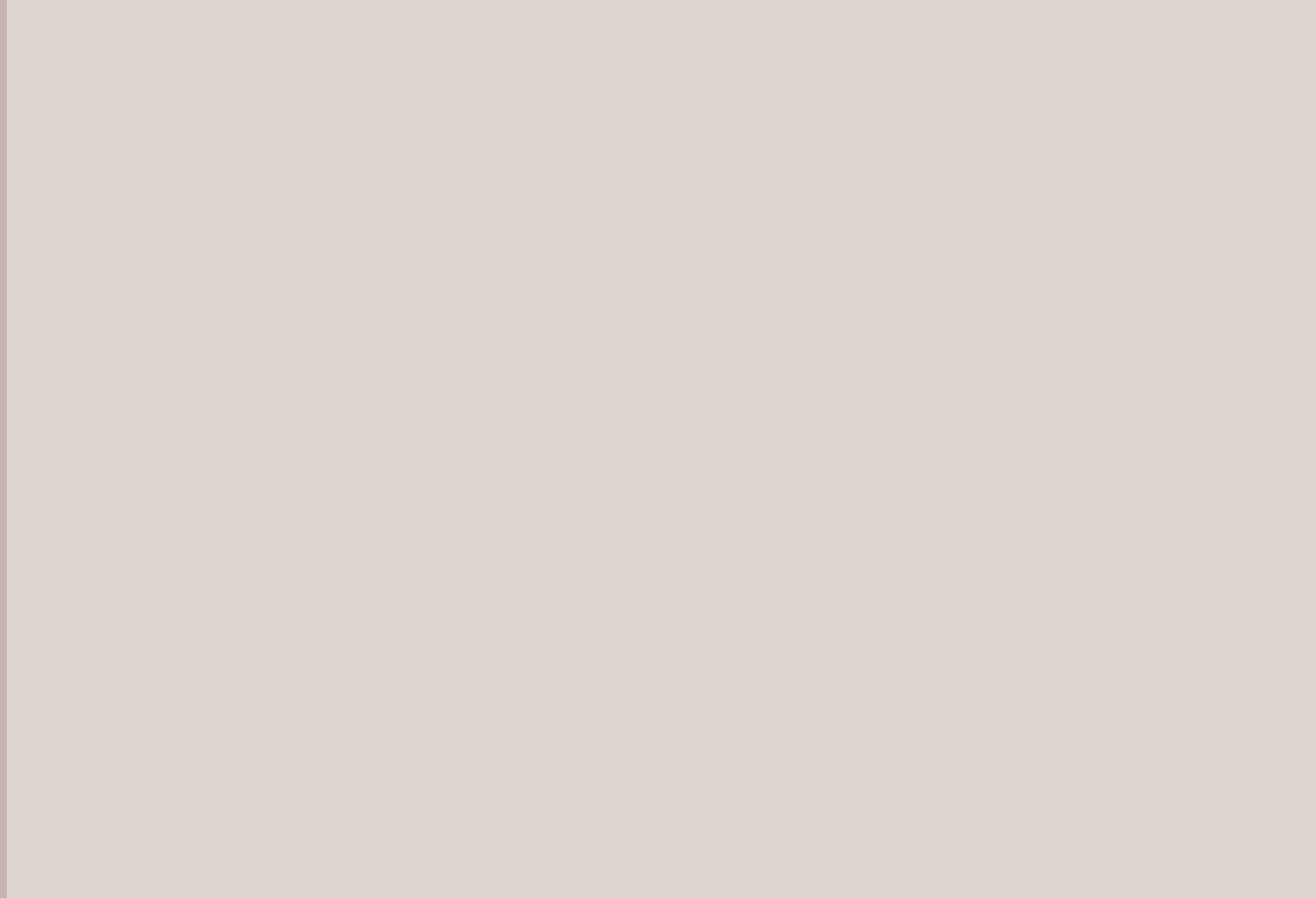
CONTACT PAGE EXPERIENCE

YOUR LOCATION: _____

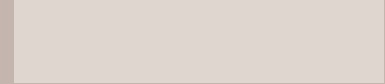
WHAT QUESTIONS DO YOU WANT TO ASK ON YOUR CONTACT FORM? _____

CONTACT PAGE NOTES

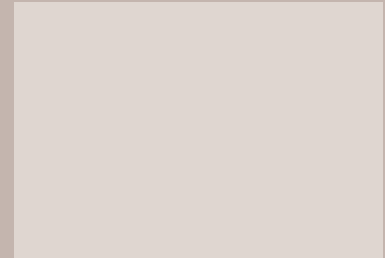
PAGE NOTES:



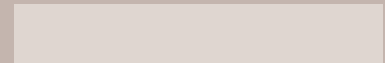
PAGE TITLE



META DESCRIPTION



SECTIONS ON PAGE



BLOG PAGE EXPERIENCE

BLOGGING CATEGORIES?

INFO FOR SIDEBAR:

NOTES:

SOCIAL MEDIA INFO

FACEBOOK URL:

INSTAGRAM URL:

TWITTER URL:

PINTEREST URL:

YOUTUBE URL:

LINKEDIN URL:

OTHER URL:

HOSTING INFORMATION

DOMAIN HOST INFO

WHERE DID YOU BUY YOUR URL? EX. GO DADDY

WHAT IS YOUR ACCOUNT USERS NAME AND PASSWORD?

WEBSITE HOSTING INFO

WHERE WILL YOU BE HOSTING YOUR WEBSITE? EX SHOWIT

WHAT IS YOUR ACCOUNT USERS NAME AND PASSWORD?

NOTES:
