

*Nikkole Marie*  
CREATIVE STUDIO



*The*  
**WEBSITE  
PLANNING  
GUIDE**

# WEBSITE PLANNING GUIDE

## 01. SITE GOALS

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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

## 02. BRANDING BASICS

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

Define what you do & WHY.

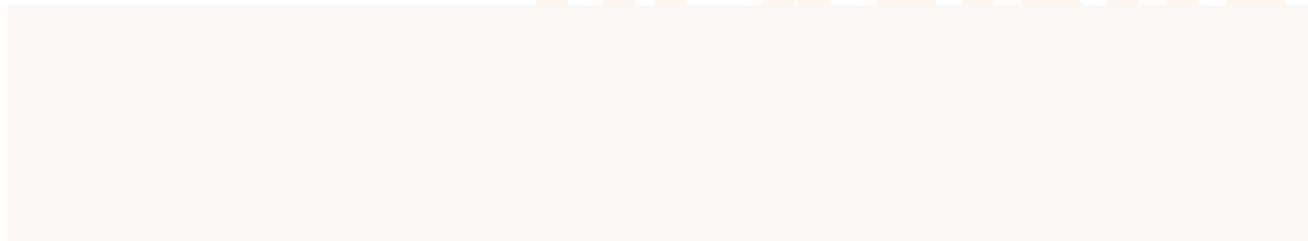
Who is your ideal client or customer?

Think of audience as a single person and describe him or her in as much detail as your can.

### 03. MOOD + VISUALS

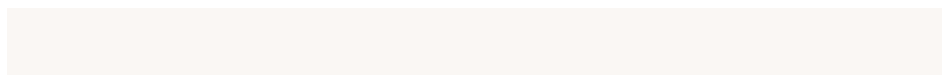
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Define the feeling or mood you want your brand to communicate.  
Be sure it aligns with your purpose and resonates with audience.

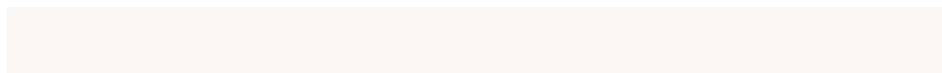


How will you communicate the mood of your brand through fonts and colors?

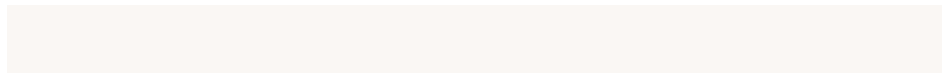
Fonts — HEADING 1



SUBHEADING



BODY TEXT



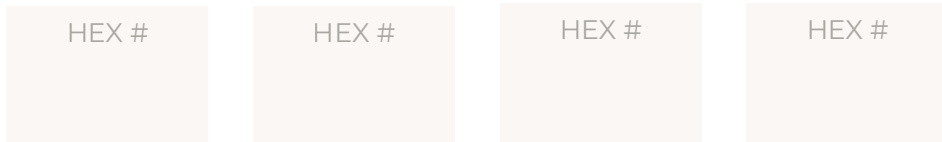
Color Palette —

HEX #

HEX #

HEX #

HEX #

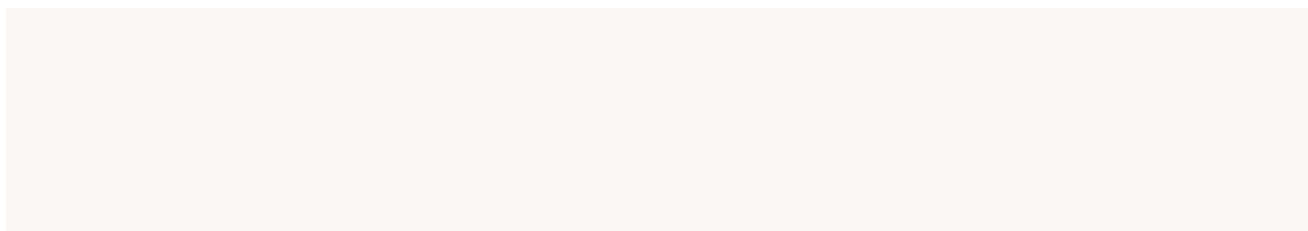


### 04. SEO

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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.

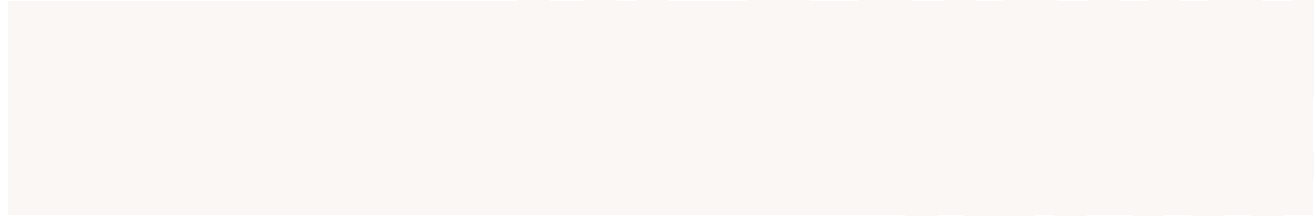


## 05. CONTENT PLANNING

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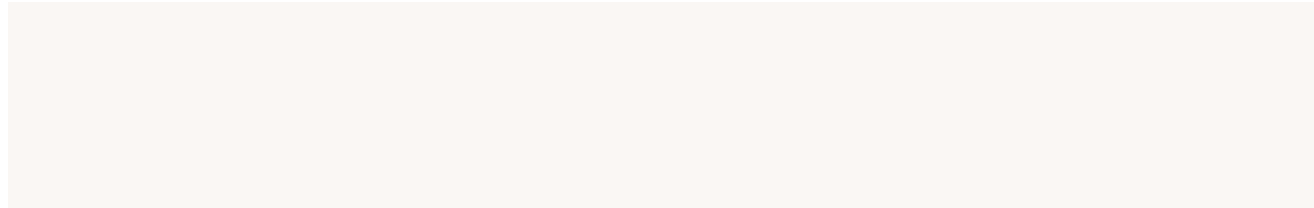
How could your copy and layout steer visitors towards your goal?

For example: Clear brand statement, freebies to entice email sign ups, a showcase of your products or work.



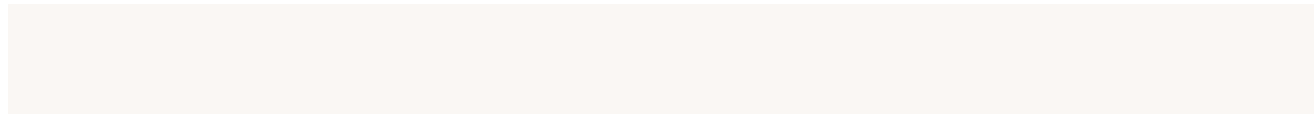
What are the steps in your desired behavior flow?

Example: Instagram -> Homepage -> CTA -> Email -> Purchase

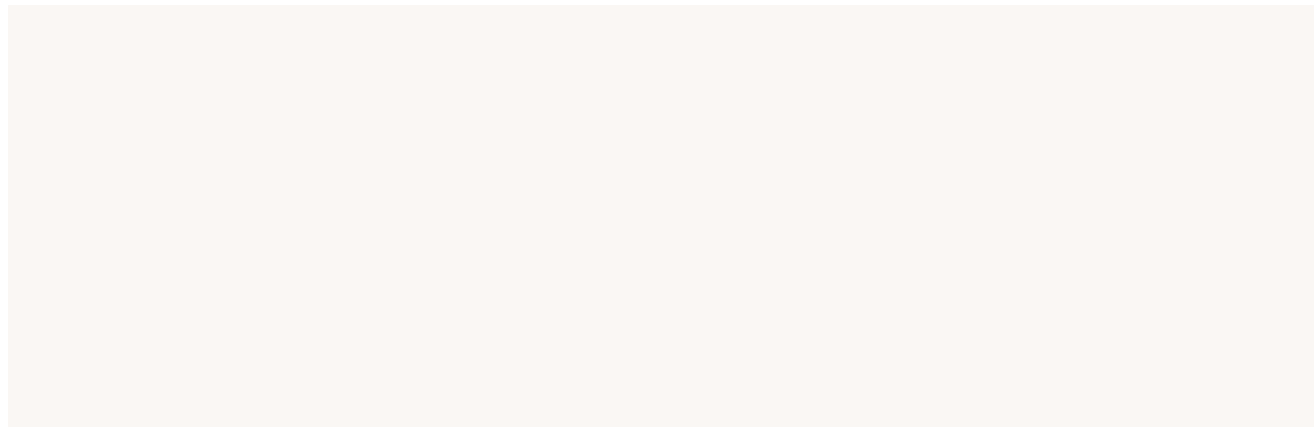


What distractions might hinder their progress?

Think links away from site, social icons, sidebars, unnecessary navigation items.



Now, let's plan those pages. How many do you need and what purpose will they serve? List the pages in your primary navigation below.



## 06. WIREFRAME

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A wireframe is a rough sketch of a website that layouts the key elements that will exist on a the page. So sketch out your design for your key pages below.

HOME

ABOUT

PRODUCT/  
SERVICE

## 06. BUILD!

Prioritizing your online presence is the 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.

Got questions? Let's chat!

I can help guide you through the design process and the tech troubles. Just shoot me an email at [hello.nikkole.marie@gmail.com](mailto:hello.nikkole.marie@gmail.com).

Happy website planning!

*xo, Nikkole*

NIKKOLE MARIE  
HERE-FRIENDLY  
CREATIVE AT  
YOUR SERVICE!

