



THE WEBSITE COMPANION PLANNER

for planning your website content



WWW.HEATHER-JONES.COM



hey there!

I'M HEATHER JONES

owner of Heather Jones Creative | mom of 3
enneagram type 4 | crime junkie addict | purple lover

Hi, I'm Heather Jones! Since 2008 I've been helping creative women launch beautiful online homes. With a Bachelor of Fine Arts in Computer Animation and years of experience in the industry, I'm equipped to help you create the website of your dreams. I'm honored that you have chosen to work with me on such a special project!

I'd like to make everything as seamless as possible, and I know creating the content for your website can be stressful. Use this planner to help you through the content creation process, and be sure to share the documents with me in our google drive folder.



TABLE OF CONTENTS

3

GETTING STARTED

4

YOUR WEBSITE MESSAGE & PURPOSE

5

BREAKING IT DOWN BY PAGE

6

BREAKING IT DOWN BY SECTION

8

BRINGING IT ALL TOGETHER



GETTING STARTED

Pages for Website:

1

2

3

4

5

6

Google Drive To-Dos:



Create a folder inside of our shared google drive folder for each website page you will need.



WEBSITE MESSAGE AND PURPOSE

What do you offer?

Who do you serve or help?

How do you help them?

Your Mission Statement:

Notes:



BREAKING IT DOWN BY PAGE

Page Name:

Page Purpose:

Notes

*Print this worksheet out for each page of your website.



- | | |
|--|--|
| <input type="checkbox"/> Welcome / Intro | <input type="checkbox"/> Pricing |
| <input type="checkbox"/> About | <input type="checkbox"/> Call to Action |
| <input type="checkbox"/> Services / Products / Courses | <input type="checkbox"/> Recent Blog Articles |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Favorites / Resources |
| <input type="checkbox"/> Lead Magnet | <input type="checkbox"/> Quote |
| <input type="checkbox"/> Portfolio or Gallery | <input type="checkbox"/> Quiz |
| <input type="checkbox"/> As Seen In / Featured On | <input type="checkbox"/> FAQs |
| <input type="checkbox"/> Inquiry Form | <input type="checkbox"/> Footer |
| <input type="checkbox"/> Instagram Feed | <input type="checkbox"/> Other: _____ |



PAGE SECTION DETAILS

*If you get stuck on this step, browse through [my_portfolio](#) or [website templates](#) for inspiration and to see what some of these sections can look like.

Page Name / Section Name:

Headline (optional):

Copy:

Photos Needed:

Image 1:

Image 3:

Image 2:

Image 4:

*Print this worksheet out for each section of each page of your website.



BRINGING IT ALL TOGETHER

Congratulations, the hard part is done! Creating your website content is no easy task, and now that you have your text and photos ready to go, I can get creative with the design and tie it all together!

I recommend transferring the content from these printouts to google docs. Add these google docs to our shared google drive in the correct folders. This will greatly speed up the design process and reduce delays.

Now let's create the website of your dreams!

-heather