



Website Planning Worksheet

Step-by-step guide: Developing your website to meet your exact needs. This worksheet will help guide us through building the top five most important Web pages and creating a solid foundation for your business's website.

Let's get your business online in 5 simple steps.

1. Get a website address.

Choose your website address (URL) carefully. Deciding on a domain name is just as important as choosing the name of your company. This is your identity that not only fits your business, but is also easy to spell and remember.

2. Choose how you want it built.

When it comes to building your website, there are a lot of choices out there. Ask yourself a few questions: What's my budget? Once my site is online, will I have time to update my site myself, or will I have to get others to do it for me? How technical am I? Not to worry, there are options to fit every budget and every skill level.

3. Get it built.

Your website can grow to do whatever you want it to do, but a good small business website is usually made up of five core pages: **Home, About Us, Products/Services, Testimonials and Contact.** These pages set the right expectations for visitors and cover your basic business needs.

4. Create Content.

Creating content doesn't have to be difficult. It might seem overwhelming, but don't overthink it. Keep it simple and to the point, leverage content from existing material you already have like business plans, brochures of your own or from your suppliers. And in the beginning, use your Smartphone for photos.

5. Publish and Promote.

Tell your friends. Tell your family. Tell strangers in the checkout line. Put your site on business cards. Add your Web address to your email signature and your Facebook profile. Join free listing sites like Yellowpages.ca, Google Places, Yelp, Foursquare and others.

Get started:

Website Address (domain name) _____

Any additional domain names to point to the original domain?

Design Objectives

Choose a website design that reflects and supports your answers.

What is the objective of your website?

Who is your target audience?

How do you want them to feel about your website? (e.g., professional, fun, edgy) _____

Do you have a business logo? _____ If yes, please supply a digital copy.

Content Development – 5 Page Website

The five basic pages every business website should have.

Home
Contact Us
Testimonials
Products/Services
About Us



Home Page

On your home page, you want to include the top things visitors need to know in order to decide to do business with you. Who are you? What do you do or sell? Why should I trust you? How do I contact you?

Describe your business in one short sentence. (tagline) Example: Professional glass replacement done fast – at reasonable price.

Describe your business and what's great about it in just a few sentences.

Call-To-Action. What is the one, most important thing you want your visitors to do before they leave your site? Be clear, concise and tell them what you want them to do.

Examples: Call for a quote • Schedule appointment online • Watch our video • Sign up for a class

Primary Contact Information. Include one primary way for customers to contact your business on the home page; typically this is your phone number. Your “Contact Us” page can include all of the ways to contact your business.

Products/Services Section. Include a short bulleted list or a few photos of your products and services on the home page, and then add a link to the full product/services page to view all

Example: Specializing in Residential Glass Services:

- Dual Page Glass Replacement
- Custom Showers and Mirrors
- Glass Shelves and Tabletops
- Door and Window Repair
- And more

List general categories of products and services.

Sign up Form

Do you need a sign up form? What information do you need to collect? (email, name, phone, etc”

Tip: The less information you require, the more sign ups you'll get.

How will you motivate visitors to sign up? Very briefly describe you're your visitors should sign up and include this with your sign up form.

Example: Sign up for exclusive deals and VIP access to special events

Credibility. Include one customer quote or review on the home page and link to the testimonial page for visitors to read them all.

Products/Services page

List the general categories of products/services you offer.

Describe products/services in more detail

Name of product/service	Brief Description
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Hot Rock Massage

Hot Rock Massage provides a deeply relaxing experience for the body, mind and soul

Based on your business, you may want to include:

- Product images.
- Pricing
- Payment options
- Return policy, warranties or guarantees
- Shipping options and timeframes

About Page

Describe your business in a few short paragraphs. How did you start it and why? What do you do differently or better than other businesses?

Other things to consider:

- Photos of yourself or your staff
- A biography on your expertise – have you written any books?
- Company or product awards
- Testimonials or quotes from your customers that are specific to why they do business with your company

Testimonials page

Increase visitor confidence and trust by adding recommendations, quotes and testimonials from your customers.

Based on your business, you may want to include:

- Ask top customers to write a few sentences about your products and/or services.
- Ratings and review sites – join (it's free to list your business) and encourage customers to rate your business.

Yelp • Yellow Pages • Canada 411 • Facebook • Google Places • Foursquare • Trip Advisor • and many more

Contact Page

How do you want customers to contact your business?

- Phone number _____
- Hours of Operation
- Physical Address, directions, map
- Email. Look professional. Make sure your email matches your website address. Don't use a hotmail or gmail address.
- Depending on your business you may want to include contact categories

For example:

Product Returns – sent to P.O. Box

Billing Issues – email us at billing@mycoolnewbusiness.com

Customer Support – call 1-800-555-1212

Tip: Choose the most important way for customers to contact you and put it on every page of your website. Most importantly, add it prominently to your Home Page.