



Website Planner

A document to create and organize all the crucial details for the effective planning of your website.

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Digital Marketing Guide

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INTRODUCTION

Congratulations! You are about to undertake an important element of your business. Your website.

Whether you're creating it yourself or using a website developer/designer, it can be easy to overlook crucial details that really make it EFFECTIVE!

My **Website Planner** asks all the right questions, for example, what are the goals of the website? What makes their company truly unique? Who is your 'perfect' customer?

By getting clear on the purpose of your website, you will find it MUCH easier to communicate your value. You'll then be able to position your business to shoot for higher profile clients with bigger budgets.

My Website Planner will help you:

1. Organize pertinent information.
2. Be a reference as your business changes and grows.
3. Share with your partner, developer/designer and assistant.
4. Covers all bases so you don't overlook anything.

Once you've completed this document, keep it handy as your website is developed. You may also find it useful to refer back to it as your business changes and grows.

Best of luck!

Sonya Ramsey

COMPANY DETAILS

Complete the following information and keep it in your files for administrative purposes. For example, you may want to share with your Virtual Assistant or partners in your business so that all important parties have the same information

Business Name

Answer here

Contact Person

Answer here

Address

Answer here

City:

State:

Postal Code:

Email:

ABN:

Phone:

Fax: (optional)

Mobile: (optional)

Describe what people should write in the box below

Answer here

WEBSITE DETAILS

Webmaster (the person in charge of making changes and maintaining the website):

Answer here

Admin Username:

Answer here

Admin Password:

Answer here

If you have a domain, please list below:

Example: www.yourbusinessname.com

Answer here

Please provide the domain name registrar (where you purchased the domain)

Login information for the domain registrar:

Domain Registrar:

Username:

Password:

Do you have an email on your domain?

If no, and you need an email, contact the company where your domain is registered.

ABOUT YOUR BUSINESS

What exactly does your business do?

Answer here

How long have you been in business, how many employees do you have, etc.?

Answer here

What are the most popular products/services you sell? What is the most profitable product/service you sell?

Answer here

YOUR CUSTOMERS

Who is your ideal customer? What is their age, sex, income, location, occupation, education, lifestyle, purchasing habits and other details.

Answer here

Now, write a paragraph describing your ideal customer as if you were explaining everything about them to your best friend. Talk about their lifestyle, their typical day, their hopes, struggles, ...why they like you!

Answer here

YOUR COMPETITORS

What makes you different? What makes your company different and better than your competitors? What is your key point of difference? Ex. service guarantees, consultation fees waived with purchase of high level service, loyalty club, discounts, one-of-a-kind features, etc.

Answer here

Who are your main competitors? Web addresses (at least three if known). You can learn a lot from your competitor's successes and failures.

Answer here

YOUR WEBSITE'S DESIGN

Logo/Corporate Identity. Do you have a logo? What colors you will use on the site?

Answer here

What look and feel would you like for your website? Example: fresh, fun and functional, modern, elegant, artistic, professional, conservative, sophisticated, funky, juvenile, kids/baby, traditional, natural/earthy, etc.

Answer here

Anything else to add about your website requirements?

Answer here

Your Unique Value Proposition (UVP)

Your UVP is an easy to understand tagline that states what you do and how you serve. It should be easy to understand. Below are 3 basic elements of a tagline. Use it to create or recreate yours:

1. **Your relevancy:** how you speak to your audience's pain point.
2. **Value** - you deliver specific benefits (quantified value)
3. **Uniqueness** - how you are different from other speakers

Examples: SimplySonya



Relevancy - Online presence. Speaks to the need for women business owners to promote their business with online marketing.

Value - Planned and organized. Resolves the uneasy feeling of being all over the place when it comes to marketing your business online.

Uniqueness - 30 days or less process.

More Examples:

Your garage organized in 8 hours.

Get your website designed and launched in one day.

We convert your VHS tapes to Digital CD's.

We replace auto windshields at your place or ours.

Your closet organized in 72 hours or less.

Objectives and Call to Action (CTA)

Objectives: What are the basic goals of your website? To sell a product or service, make business information available, reach new markets, test market new services and products, etc?

Answer here

Conversions: How do you plan to convert website visitors into fans and ultimately paying clients? What is it you want them to do? HINT: To help decide what your CTA should be, lead with a focus on your highest performing revenue stream.

Answer here

Examples of CTA's:

Request a free consultation

Download a free eBook, report or checklist

Sign-up to your newsletter

Call your hotline

Take up a special offer?

A Solution Oriented Image

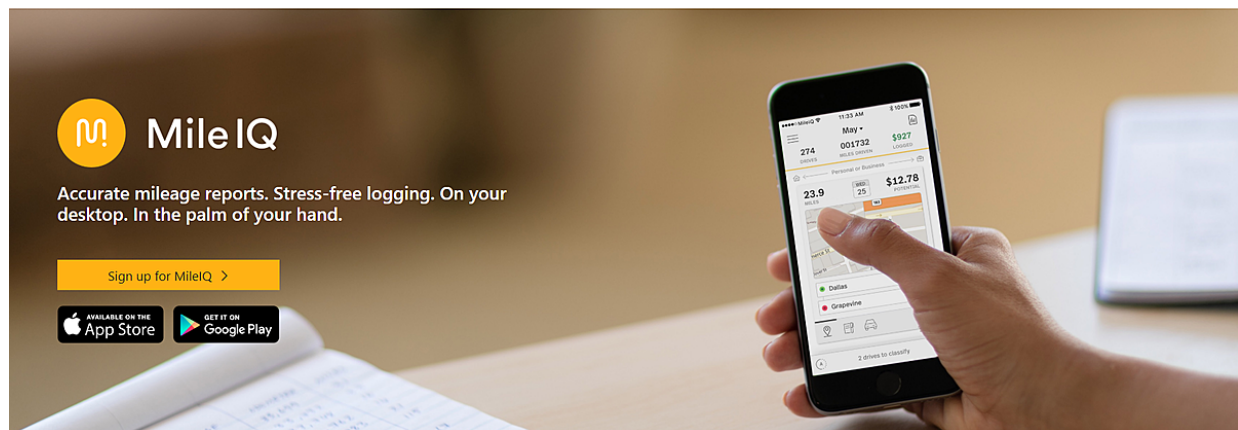
Most business owners are eager to talk about how wonderful their company is, especially on their website. You'll see images of their office building and content expressing their many accolades. However, this is not what website visitors want to see. Simply stated:

Your website isn't about you, it's about your customer.

Images on your website should give the impression of what life is like **AFTER** working with you. If your customers will be more happy, show happy customers.

You want website visitors to get what it feels like to have you as their solutions provider. Your customers buy your products or services to relieve the stress or obstacles they face - not because you have a nice looking office building.

Check out the examples below to see how this works.



Mile IQ - Stress-free logging of mileage reports on your desktop or cell phone.



SIMPLY SONYA - Stress free digital marketing solutions.

Your Products and Services

If you want website visitors to be interested in your products and services, you need to present them in bite-sized categories. Otherwise, they will be overwhelmed with too much information and will fail to take action. So how do you clearly communicate what you have to offer in a way that is captivating to your audience?

Break them down into no more than three categories. These categories will be determined based on the ways thta your ideal clients will have their problems solved. For example, see my categoris below:

SERVICE	CATEGORY
Website Design	Positive First Encounter
Social Media Management	Connection & Engagement
Search Engine Optimization	Localized Marketing & Promotion

10 Ways to Make Sure Your Website is Client Focused

A sure way for your website to be successful is for the content, images, resources, etc. to be client focused. When your website visitors are the center of attention, the happier they will be with you.

Use this checklist to review your content and design it to help website visitors to know, like and trust you.

- ☐ You know what your clients want.
- ☐ You know what causes them pain.
- ☐ You know how they feel without your product or service.
- ☐ You have an empathetic statement.
- ☐ You convey what makes you an authority.
- ☐ You explain (simply) how you deliver your products or services.
- ☐ You have a call to action.
- ☐ You explain what life is like after working with you.
- ☐ You explain the consequences of not resolving their problem.
- ☐ You freely share a valuable resource.



Book A Consultation

I know that all of this information can be overwhelming. I want you to know that you don't have to go it alone!

Here's two pieces of advice:

1. Don't attempt to do everything all at once. Schedule time to work on it over time so that it's not overwhelming.
2. Give me a call. Schedule a 30 chat to talk about what you want to get accomplished and how it can be done.

Click the "Book a Conversation" link below OR if you printed this out, type the following in your browser:

<https://bookme.name/modigitale>

"If you're looking for some awesome, knowledgeable people to work with, these are the guys I highly recommend. Their friendliness and result-driven approach is what I love about them."

- **Lillian Zarzar**

Communications Consultant

Adjunct Professor, Ohio University

BOOK YOUR CONSULTATION