



The Little Marketing Genius

WEBSITE PREP PLANNER

Hey there! We're thrilled you've downloaded our **Website Prep Planner** ... because that means you're one step closer to a completely awesome website! Yay! As you make your way through the workbook, please don't hesitate to [give us a shout](#) if you have any questions. **NOTE:** To edit this document, please go to **File >> Download As >> Microsoft Word**. Once you save it locally, you'll be able to fill it in! **Happy planning!**

BASICS

My desired URL for my website is (i.e. littlemarketinggenius.com):

URL Option 1:

URL Option 2:

Please enter the applicable details on your business as you'd wish them to appear on your website:

Business Name:

Address (Street, City, State, Zip):

Phone Number:

Business Hours:

GOAL

The primary goal of my website is to:
(Please **BOLD** only **ONE** of the following.)

- To book appointments
- To grow my email list

- To sell products online
- To increase foot traffic to my location
- Other (please describe):

BUYER PERSONA

Knowing exactly who your target buyer persona is critical when designing your website. If you already have specific details on your buyer persona fleshed out, please enter them in the box below. If you do not, please [click here to learn how to create a target buyer persona](#). Then enter the description you come up with in the box below.

Enter the description of your buyer persona here.

The copywriting on your website should speak directly to your target buyer persona in a tone and style they can totally relate to. Fill in this area with as many words and phrases you can think of that your buyer persona uses in everyday conversation.

Enter the words, phrases, slang, and/or jargon commonly used by your target buyer persona here.

VALUE PROPOSITION

A good value proposition has four components. It specifies:

1. Who you serve
2. What you do

3. Where you're located (if your business is location-specific)
4. How you're different

Does your homepage currently feature a value proposition so visitors immediately know what your business is all about?

Using the criteria above, please write your value proposition here.

What call-to-action makes the most sense to display alongside your value prop? Remember, the action should directly relate to the main goal of your site. *(Please **BOLD ONE** of the following.)*

- Book Now
- Subscribe
- Sign-up
- Request Consult
- Download
- Get Coupon
- Other:

NAVIGATION

Primary Navigation

Your primary or top navigation items should **directly support the goal of your website**. The navigation should also be simple (we recommend five links or less). With this in mind, please list up to five pages on your website that should be featured in your top navigation bar.

- 1.
- 2.
- 3.
- 4.
- 5.

Footer Navigation

What links would be appropriate to include at the bottom of your website? (Remember, only the very important pages that relate directly to the goal of your website should be linked at the top. Every other link should be placed in the footer.)

- 1.
- 2.
- 3.

- 4.
- 5.

PAGES

Not counting the homepage, what are the most important pages that you absolutely must have on your website (i.e. Services, About, Contact, Booking Inquiry, etc.)?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

CTAs

Your homepage should feature at least 3-4 CTAs ([calls-to-action](#)) that directly relate to the goal of your website. Please list up to 4 CTAs that should be prominently showcased on your homepage (and what pages you filled in from the previous section they should link to). (i.e. CTA: Book Now / Page To Link: Booking Inquiry)

CTA #1:
Page to link:

CTA #2:
Page to link:

CTA #3:
Page to link:

CTA #4:
Page to link:

PHOTOS

Photo Criteria

The photos on your website should:

- Be less than 500KB
- Align with your brand (colors, vibe, style)
- Be crisp and clear - look professional
- Have the appropriate copyright / usage licensing

Do you have a collection of appropriate photos (a minimum of 20) that could be used on a new website? (Please **BOLD ONE** of the following.)

- Yes
- No

HOMEPAGE

The homepage is one of the most important areas of your site. When new visitors arrive, the contents on your website will determine whether they hang around to explore or leave. Please select which elements of a great homepage that your homepage currently features (**BOLD all that apply**):

- A clear and compelling value proposition
- Contact info
- Inspiring photography that accurately represent your brand
- Simple navigation (no more than five items in the top nav)
- A link to your blog
- CTAs (that relate to your goal)

LOGO

Click [here](#) to review what makes a good logo.

Does your current logo meet the standards you just read about? (Bold your answer.)

- Yes
- No

If it does, do you have high resolution files, including .png files, of your logo

- Yes
- No

BRANDING

If you have a current branding/style guide, please fill in the information below.

What fonts do you use for ...

- Headlines:
- Sub-heads:
- Body copy:

Please list the [HEX color codes](#) or RGB equivalents of the colors in your branding palette:

Enter your color codes here separated by commas.

INSPIRATION

Please list three websites that you love (they do not have to relate to your industry). Below, please provide a few details about what elements you like on each site.

Website #1: *(paste link here)*

What elements do you like about this site?

Website #2: *(paste link here)*

What elements do you like about this site?

Website #3: *(paste link here)*

What elements do you like about this site?

MOOD BOARD

It's time to get inspired! Let's create a Mood Board. Remember back in the day when you used to make those colorful collages out of magazine clippings? You'd forage your favorite publications for photos, words, or quotes that inspired you and then excitedly glue them to a poster board. Well, think of a Pinterest board as that old school poster board!

Head on over to [Pinterest](#) and set up an account if you don't already have one. Create a new Board called Mood Board. ([Learn how to create a Mood Board on Pinterest here.](#))

Keeping your target buyer persona in mind, start searching for all the inspiring things. It literally doesn't matter what it is. If you see something that you think would strike a chord with your buyer persona, Pin it to that board, baby! Pin until your little heart's content.

When you feel like your board is filled with awesomeness, copy its URL and paste it below.

The link to your Mood Board goes here.

For LMG clients, Mood Board MUST contain a minimum of the following:

- 5 logo designs
- 5 color palettes
- 5 patterns or textures
- 5 images that include text

COMMERCE

Does your website need to be set up for commerce (a.k.a. you will be selling products directly through your own site)? (Please **BOLD** your answer.)

- Yes
- No

SOCIAL MEDIA

Please paste the links to your social media pages below.

Facebook:

Instagram:

Pinterest:

Twitter:

Other:

PRIORITIES

Are there certain design elements or functionality items that your website absolutely must have? If so, please describe.

Please enter your design and functionality must-haves here.

What is your deadline for completing this project?

MM/DD/YYYY