

## Website Planning Checklist:

This worksheet will help you figure out what components and functionality should be on your website. You can use this to double check a website you already have if you have one or use it as a guide if you're starting a new website soon. Start with the basics then build on it as you get more information and things to sell but the #1 goal of your website should ideally be to get people on your email list so having opt in boxes and fill in forms is critical. And these must stand out along with very attention copy or you won't see results quickly.

### Website Components (Basics):

1. Opt in box with a free gift or drawing
2. Branding that flows with your other marketing materials and sites
3. Your photo, story and a very detailed about you page including personal video to trust and like you faster
4. Very clear home page and/or header copy which says exactly what you do or who you work with and how (without having to read farther down the page)
5. Services and/or products pages that outline what you offer and possibly share pricing and how to sign up or buy now buttons that link to a shopping cart.
6. An easy way for people to contact you – contact page with fill in form to capture more than just their name and email, which also includes your phone number, email address and full mailing or business address.

### Key Pages & Info to Include:

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## **Website Components**

(Basics):

7. A video of you on the home page or about page sharing more.
8. A blog for you to post relevant content and something for you to share online
9. Your social media links / icons linked
10. Hosting company

## **Key Pages & Info to Include:**

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## **Website Components**

(Optional):

11. Free consult or strategy session sign up page with form to fill in and ideally a few questions for prospects to answer
12. A speaker page for people to see what you speak about
13. A testimonial page for you to highlight clients who've shared about you
14. Inside sales pages for each product, program or service you offer
15. Hidden thank you pages, one for everything someone has to sign up for, opt in for or buy to share with them what to do next
16. Events page whether you will be doing live events, teleseminars, webinars, podcasts, etc. or calendar too.
17. Free resources page to highlight products, software or people you recommend with links

## **Key Pages & Info to Include:**

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## Website Components

(Optional):

18. FAQ page to share frequently asked questions and your answers to those to cut down on people asking you random questions and wasting your time
19. How we work or philosophy page (can be similar to main services page or about page however)
20. Membership page if you have one or login for clients to view documents
21. Affiliate sign up or info page for others to sign up to promote your stuff
22. Online appointment scheduler

## Key Pages & Info to Include:

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## Website Functionality

(Depends):

23. Email marketing software/service
24. Shopping cart to run sales and provide other functionality – (I recommend [www.JumpstartShoppingCart.com](http://www.JumpstartShoppingCart.com))
25. Online forms – could be a plug in if you don't have one of the two above
26. Membership plug in to run a membership program
27. Landing page software to create easy opt in pages and sales pages
28. Auto blog posts to social sites
29. Autoresponders to go out when someone signs up for anything

## Notes on What to Include for Me:

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## **Website Components**

(Depends):

30. Merchant services account if you're using a shopping cart
31. Free report, audio, webinar series or other free gift
32. Keywords for all your pages for SEO
33. Pictures and images (copyright approved or purchased or your own)
34. Click and buy buttons, sign up now buttons and more for easy access and interaction
35. Relevant and easy to spell/say domain name
36. Easy to find links, read fonts and colors that stand out
37. Lots of call to action everywhere
38. Policies or procedures page if you plan to sell anything online
39. Online data backup system plug in

## **Notes on What to Include for Me:**

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