Streamline Your Marketing

Website Planning Guide

How to plan a website that attracts and engages
exactly who YOU have been dreaming of working with.

By Crystal Pina

StreamlineYourMarketing.com

Your Content

HOME	WHAT YOU DO OR SELL	ABOUT YOU	YOUR CREDIBILITY	CONTACT US

Before you work on the design of your site, you want to work out the content. There are five main areas of your web content: the **HOME** page, your **SERVICES**, an **ABOUT** you or your company page, **CREDIBILITY** (portfolio, testimonials, case studies, blog), and a way for people to **CONTACT** you. There are other pages your site may have, depending on the information you want your web visitors to know, but most sites will have the Big 5.

PRODUCTS/SERVICES PAGE

The first page that you are going to create is your products and services page(s). This page may be the easiest for any business since it lists or shows *what* you do. Even if you sell products too, what you do for someone is very important. If you bundle your services into packages, then this page will have those packages on it. A list of services with short descriptions works well also.

The reason you want to write this page first – other than because it's the easiest – is because the names of your products or services may become your keywords. This page will set the tone for the rest of your site.

If you have a lot of products or services, you want to think about page usability (which is a fancy term for, "is the page easy to use"). One idea is to

list your products or services in an easy-to-read format on one page (bullet points or tables work well), and then have each item linked to a Search Engine Optimized (SEO) sales page with a longer description, images if applicable, and/or a Buy Now button. It should take only one or two clicks to get to these inside pages from the home page. The less clicks, the better.

These sales pages can drop down from the main Services Page, or they can be hidden from the main navigation menu and linked to from within the content. Or they can be accessed by links in the sidebar of the site.

HOME PAGE

The second page you will write is the home page. Your home page is a sales page that targets people you've never met, people who know nothing about you – and who don't care about you or what you do. All they care about is solving their problem. Here you want to talk about their pain and then let them know you have a solution. Your solution, of course, is your services page(s).

Your home page needs to tell them in an instant if they are in the right place or the wrong place. If you think of your website as your "store", the home page is the outside, the front window, and the lobby.

You get one chance to get your web visitors to read more so make your headline and first few sentences count. Remember, these people don't know you. They came here because they searched for a solution to their problem. Your home page has to tell them they are in the right place in 8 seconds or less or they will leave.

This page should never, ever be about you or your company. Check your home page right now and see if you use the words "I" or "we" or your company name. If you did, reword those sentences.

CONTACT PAGE

This page should simply have on it all the ways you want to be contacted, i.e. your mailing address, your business phone number, your fax if you have one, a contact form so people can email you. You want to cover all the ways that people can contact you so they can contact you in the way they feel most comfortable. If you don't want people tracking you down, then don't put all your phone numbers and all your email addresses, just the business contact information that you want people to use.

ABOUT PAGE

Since most web visitors don't know you, you want to tell them a little about you, how you got started, your background, and why they should trust you. If you have a corporation, this page may be about the company with a little blurb about you, the CEO. This page doesn't need to be long, and it doesn't need to list every award you've ever received – unless it's relevant to what you do now.

CREDIBILITY

Credibility can come in many forms. You can have testimonials, a portfolio, case studies, awards, your education, links to your social media, and/or links to things you've written. Since your web visitors don't know you, you have to brag about yourself a little bit. Basically, they want to know why

they should trust you with their money. And you want to create proof that you have a method that will help them.

CALL TO ACTION / NEXT STEPS

Make sure you tell them at the bottom of each page what their next step is. Don't leave it up to your web visitors to figure that out on their own. On the home page, the next step may be, "read our solutions" or it may be "get started". Assume that they don't know the next step that you want them to take, because most likely, they don't. Add a Call To Action or Next Steps to each page of your site.

The Look and Feel of Your Site

THE LOOK OF YOUR SITE

Your site itself will have six main areas: the **Header**, the **Navigation Bar**, one or two **Sidebars** (either one on the left, one the right, two on the right, or one on each side), the main **Content** area, the **Footer**, and the **Background**.

When planning your site, each of these areas will be planned separately but must work together for the overall look and feel of the site.

THE [FEEL]() OF YOUR SITE

The feel of your site is the feeling people get when they come to your site. Is it calm or is it take-action oriented?

Colors

Typically you will have 3-4 main colors. You will have 2 main colors for branding, then an accent color for links, and you will have a contrasting color for when you want people to take action.

Example: If you teach healthy eating and you want to show the vibrant colors of fruits and vegetables, you may choose deep purple and dark green as your main colors. You'll use those colors in your logo and for the largest areas of your site. Then you may use a dark orange for your links. But when you want someone to take action, you can use a vibrant yellow button. This method trains people to take action when you want them to. They learn that orange means more information but yellow means a commitment on their part.

Putting it All Together

You should now have one clear message, a way for people to contact you, and branding color choices that visually back up your message. That's really all you need. All the rest is personal preference.

About the Author

Described as a "blog doctor" by her peers, Crystal Pina made her way into the world of Social Media by designing and maintaining WordPress blogs and Blog sites.

As an entrepreneur and speaker, Crystal offers marketing support to coaches, business owners, entrepreneurs, and solopreneurs.

Crystal is the founder and CEO of StreamlineYourMarketing.com, a division of Visions Virtual Assistance. Crystal established Visions Virtual Assistance in 2006 to be a resource and a source of technological support to Coaches, Business Owners, Entrepreneurs and Solopreneurs who market their businesses on the internet.

Crystal is a self-taught expert in HTML and Cascading Style Sheets (CSS), with some knowledge of PHP and Javascript. Her team of experts helps meet all her client's technical marketing needs.

Crystal's clients include Reiki healers, life and business coaches, trainers, freelance independent consultants, artists, and authors. She has worked with clients in many different states in the United States as well as in Canada.

Born and raised in Massachusetts, Crystal still resides there with her husband Daniel, 5 grown children, and 5 grandchildren. In her spare time, Crystal loves to travel to warm places.

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