

CREATIVE PLATOON

Websites for where you want to be

Step 1 - Content & Copy

Make a list of all the content areas required, start with:

- ☐ About Page
- ☐ Home Page
- ☐ Every individual Product/Service Page/s
- ☐ Testimonials/Portfolio Page
- ☐ Specific sales pages
- ☐ Contact
- ☐ Blog Posts (The more you have prepared the better)
- ☐ _____
- ☐ _____
- ☐ _____

Writing it yourself?

Schedule writing the pages into your calendar now! ☐ Done!

Start a new Word/Pages document and make a new page heading for every page required.

Then, add a sentence to describe the feel and purpose of each page.

Stuck? Check out our [Resources](http://creativeplatoon.com/website-related-resources/) page to get you rolling
(<http://creativeplatoon.com/website-related-resources/>)

Outsourcing?

Write down 3 choices to approach for quotes:

Write down a budget you feel comfortable with \$_____

Write down your preferred timeframe for content delivery _____

A wide-angle photograph of a sunset over the ocean. The sky is a gradient of orange and yellow, transitioning into a darker blue at the horizon. The water is dark with gentle ripples. In the foreground, two people are swimming in the water, their heads and shoulders visible. To the right, several large, dark, vertical pillars of a bridge or pier extend from the water towards the top of the frame. The overall mood is serene and contemplative.

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A wide-angle photograph of a sunset over the ocean. The sky is a gradient of orange and yellow, transitioning into a darker blue at the horizon. The water is dark with gentle ripples. In the foreground, two people are swimming in the water, their heads and shoulders visible. To the right, several large, dark, vertical pillars of a bridge or pier extend from the water towards the top of the frame. The overall mood is serene and contemplative.

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Draft a list of questions to ask when making enquiries:

[illegible]

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Step 2 - Branding & Visual Elements

What elements do you already have that will be used for your website?

- ☐ Logo (& tagline)
- ☐ Fonts
- ☐ Header/Banner images
- ☐ Custom buttons in your branding colours
- ☐ Social media buttons in your branding colours
- ☐ Professional portraits of yourself/your team
- ☐ Additional images for every page or post (make a list)
- ☐ Any other artwork, images, and visual elements that are required for sales pages or portfolios?
- ☐ Images/portraits to accompany testimonials.

Also add to your Content document a note on each page about which branding assets are relevant to that page, e.g. Home Page - Logo, tagline, banner image of self, social media buttons, etc.

Outsourcing Branding?

Note which elements you want to outsource for design work:

Investigate designers and make a short list to approach for quotes:

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Draft a list of questions to ask when making enquiries:

Fonts – make a shortlist:

[Browse Google Fonts to see what you like](#)

Outsourcing Portraits?

Getting a professional shoot done? ☐ Yes ☐ No

List a couple of uses for your images, e.g. banner image, add text overlay to image, print materials, etc.

Write down a budget you feel comfortable with \$_____

Investigate photographers and make a short list to approach for quotes:

Stuck? Check out our Resources page to get you rolling
(<http://creativeplatoon.com/website-related-resources/>)

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Free-write a few lines about how you want the portraits to look; think about what you'll be wearing, where you'll be photographed, and how you want to be seen (e.g. friendly & casual, professional, warm & welcoming):

Other Images

List the other images you need for your pages and posts, and also what you already have that can be used.

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Decide if you will hire someone for a professional shoot, e.g. if you are selling products, do you need to get them professionally photographed for your online store?

Work out your Image Definitions with this exercise:

<http://creativeplatoon.com/blog/choose-right-images-for-your-blog/>

Write down your image definitions here:

Visit our Resources page for sites we recommend

for choosing colour schemes, fonts & images

(<http://creativeplatoon.com/website-related-resources/>)

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Step 3 - Website Design & Functionality

What are your top 3 goals for your website?

e.g. building my subscriber list, selling my products/services, sharing information, etc.

What do you know about your target audience?

Consider where you think they hang out on the internet, how they might be browsing (mobile?), how they like to consume information (e.g. watch videos, read blog posts, listen to audio).

[\(Read this if you need help defining your ideal customer\)](#)

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How will your audience interact with your site? Do you want them to watch a video, read your blog posts, buy from your shop, book your services, or sign up to your subscriber list?

What call-to-action will there be? Where should it be located?

Start a Pinterest board to capture your website likes/dislikes. ☐ Done!

List 3 sites you like, what appeals to you about them, and what you think works/doesn't work about them:

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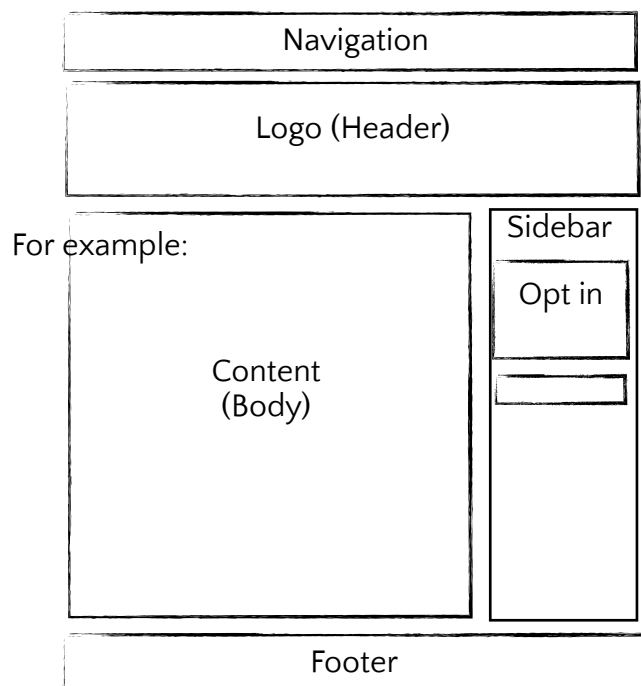
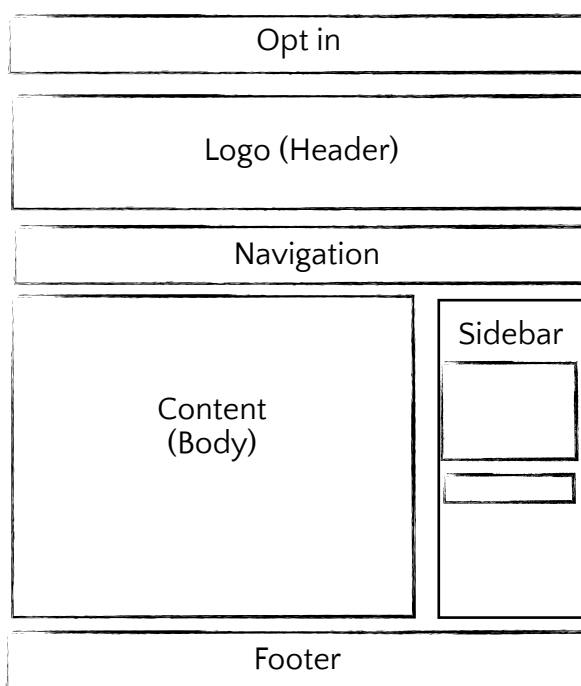
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Make a list of all the types of functionality you will need:

- ☐ Opt-in integration to mailing list provider (e.g. MailChimp)
- ☐ Social links to your various social media profiles
- ☐ Social sharing links, so your posts/pages can be easily shared
- ☐ Event calendar
- ☐ Online bookings
- ☐ Simple online payments (link to PayPal)
- ☐ eCommerce functionality (i.e. more complex shopping functionality)
- ☐ Membership site
- ☐ Forms e.g. basic contact form, project request questionnaire, coaching questionnaire, etc.

Anything else?

Bonus points for preparation if you sketch out some of your website's page layouts, think about the mobile view versus a laptop/desktop view as well. Start with the home page and try putting the puzzle pieces together.



For example:

Using your Content list, map out the site navigation – what are the main menu items, then add all the sub-menu items.

For example:

Primary Menu	Sub Menu Items
Home	
About	
Work With Me	Service 1, Service 2,
Contact	
Blog	

Then, under Work With Me, what other pages do you need? List out each service/product page in the Sub Menu Items column . Now do this for all menu items.

Primary Menu	Sub Menu Items

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Step 4 - Basic Technical Elements

Domain name/s purchased? ☐ Done!

Make a list of your top priorities and requirements for hosting services:

Evaluate options for a website platform that will suit your needs, and decide which you will use for your website setup.

Now you've got the pieces of the puzzle together, and more clarity about what you need, it's time to take the next step and create your site!

If you'd like to know more about what we can offer to help you to make your website dreams a reality, check our services at creativeplatoon.com.