



Website Content Planner

This planner will lay out, step-by-step, the content that you need to include in a five-page website for your service based business.

It will help you focus on the goals of your website and make sure you are following best practise to get the most out of your site.

Introduction

This content planner is the essential first step to building your website. It will help you get clear on the goals and objectives of your website, whilst truly speaking to the right people. It will also support the build of a strategic website that will be your businesses greatest asset (other than you, of course).

If you are writing the copy yourself, or hiring a copywriter, then this will provide you with the foundation for writing your copy whilst ensuring that the goals for your website are met.

Also, I find, sitting down with a coffee and completing a workbook really helps me to be laser-focused about my business and what I want to achieve.

So, here's your permission to go and spend a quiet hour getting up close and personal with your business, your brand and your website. Enjoy!

Note: this planner is for brainstorming and getting creative, you will need to type out your copy to hand over to your website designer – I recommend using Google Docs.

Over to you!



First Steps...

Before we get started, let's think about who you are, what you offer, why you offer it, where, and how, you offer it.

Your website needs to clearly reflect who you are and what you do, so you need to make sure you are super clear about these things.

In your own words, describe your business:

Can you clarify that a little and get really specific? Describe your business in one sentence:

Who is your ideal customer/client? Create a profile of them including age, hobbies, interests, money, career - even give them a name:

First Steps cont...

What do your customers/clients struggle with?

What can you help them with?

What are your services and how do you/will you sell them?



Your Home Page

Your home page needs to succinctly and stylishly describe who you are and what you do. You have a brief window to capture your ideal customer/clients attention so you need to make sure that the following is crystal clear to any visitor:

- Who you are
- What you do
- How you help
- How they can work with you

So, reflecting back on the previous page, in one sentence explain what you do and who you help:

List your services and write a sentence or two explaining what they are in more detail:



Your Home Page cont...

Think about the journey you'd like to take your prospective customers/clients on. From the home page where do you want them to go next? E.g. blog, portfolio, service page, discovery call.

Write them here:

Are you going to have a lead magnet to grow your email list? What is it going to be? What data do you want to capture in your email subscription forms?



Testimonials are an important part of your content marketing and provide social proof for your business. What would you like to call your testimonials? E.g. Kind words.

Note: if you are just starting out it may be hard to gather client testimonials. Can you use something from a previous role that demonstrates your character (not your work, as that would be misleading) or have you done any volunteering or supported people in other ways?

Write those details here:



Your Home Page cont...

How will you describe and introduce your blog? News, Information, Insights etc.

List your social media links:

General notes:

Your About Page

Fun fact, the about page is one of the most visited pages on your website. It can also be the trickiest to write. Decide on the type of about page that suits your business best. Longer about pages will be suitable for personal brands where perhaps there is a story around why you set up the business. Shorter pages work best if the business is less about YOU as an individual and more about the service and/or product.

Back to the beginning, what is your mission statement?

Write your bio. Who are you, what do you offer, who do you work with? If there is a relevant experience or personal story you could include that here too but remember it's about your customer/client – not about you, so think – "is it relevant".

Write your bio here:

Your About Page cont...

It helps to keep in mind that your copy should be leading the reader to an action, like working with you, booking a discovery call or exploring your content.

What are those call to actions? List them here:

What testimonial would you like to include on your about page?

General notes:



Services Page

When it comes to your services page, try to be as succinct as possible. You do not need to give your prospective clients every single feature of your product or service. Try to stick to the relevant benefits, and features if necessary, and perhaps include a testimonial from a client that has used the specific service(s) you are selling.

If you need to provide a lot of information for your service, consider adding an additional page for each service. This can be more like a sales page with much more detail. Or give your potential clients an opportunity to talk through the options with you via a discovery call.

You need to go back to your client portfolio and keep that front and centre when describing your services.

Do you have one page for your services, or a parent page with separate pages explain each service in detail?

What are your services?

Who are your services for?

Services Page cont...

What are the issues your client is facing:

And how do your services address these issues:

A note on features and benefits. Features are the elements of your service, the specifics of what is included in the package you are selling. Benefits, are the advantages your client can expect to gain from your service. Benefits address a problem your client has, and features are how you do it.

Make a list of your features and benefits below so you are clear on what you need to convey to your prospective clients:

Benefits

E.g. reducing overwhelm

Features

3 x 30 minute Zoom calls



Your Contact Page

How do you want people to contact you? Perhaps you have an existing booking system, or you'd like them to complete a form that syncs to your CRM database. Think carefully about how you want to onboard people into your business.

You also need to include a phone number, email address and if it's relevant an address for a physical location (e.g. office, studio, etc).

Calendly is a great tool for booking discovery calls and I use Hello Bonsai which is good for managing contracts, proposals, testimonials, and invoices.

Keep the onboarding process as simple as possible for your prospective clients, and make sure it's clear what is going to happen once they complete your form/make a booking etc.

How do you want people to make enquiries with you?

Are you going to use any external systems? If yes, which ones?

What information, if any, are you going to collect at this stage?



Your Contact Page cont...

What happens after your prospective client reaches out?

Are there any other actions that you would like people to take? E.g. downloading a lead magnet, joining your mailing list, following you on social media, etc.

What contact information are you going to include:

General notes:



Your Blog Page

Blogging is an excellent way to increase your reach and visibility. It is a key component of any SEO strategy and shows google that your website is active, and therefore legit.

Blogging is also an excellent component of your content strategy; you can repurpose one blog into many social media posts and it enables you to demonstrate your knowledge and expertise.

How will you describe and introduce your blog? News, Information, Insights etc (tip: you answered this on the home page section):

What topics would be relevant for your business blog? You can use these as your blog categories. For example, if you are a Social Media Manager, for example, you might have: Insights, Trends, Instagram, Facebook, LinkedIn, Marketing, Design, etc.

Can you think of ten blog titles that you could write around those topics?



Final Steps...

Congratulations, you've just strategically thought about the content and user experience of your website. Hopefully you've got loads of ideas to move your website forward.

Whether you are designing and developing yourself, or using a website designer, this planner should have helped you identify exactly what you need your website to do for you.

I have included two pages of note space at the end of this workbook incase you have other pages you would like to include, or perhaps a course or membership element.

One final quick questions...

What is your dream launch date:

I hope you have found this planner a useful tool however you decide to proceed with your website.

If you would like support building your website please visit saffydigital.com for more details. I seamlessly project manage the whole build, so that you can sit back, relax and prepare for your launch (or crack on with your own client work)!

"I JUST LOVED HOW YOU UNDERSTOOD MY BUSINESS AND MY HOPES FROM MY WEBSITE"

It was like you reached into my head and plucked out my perfect website. I just loved how you understood my business and my hopes from my website. You made it all so easy you took away my fear of the tech things and made the whole process a breeze from my side."

natalia sanders
CLEAR DESK VA



Notes

General notes:





Notes

General notes: