



ACTION GUIDE

Module 2:

Planning Your Site



Complete this action guide and the accompanying exercises to speed up the process of physically creating a website

Your Company Name: _____

Tagline/Slogan: _____

Date: _____

ACTION PLAN: Plan your website so that it will present the professional, polished image you want the world to see

DEFINE YOUR PRIMARY WEBSITE GOAL

This is the primary task you want your website to perform, and it will determine the traffic flow to and from every page on your site.

Step 1 Exercise: Define your website goal(s).

My primary website goal is:

My secondary website goal is:



Step 2 Exercise: Map your website.



Step 3 Exercise: Brainstorm your branding elements.

Start a few Pinterest boards for:

- Colors you love
- Logos and fonts that appeal to you
- Headshots and other images you like (both yours and those of other people)

Pinterest Board	Purpose



Step 3 Exercise: Brainstorm your tagline:



Step 4 Exercise: Write your about page.



Question 1:

Question 2:

Question 3:

Question 4:

Question 5:

Question 6:

Question 7:

Step 6 Exercise: Find and fill the gaps.

Potential Opportunity	Solution
Contact page	
Sales pages	
Buy buttons	
Opt-in pages	
Opt-in forms	



Step 7 Exercise: Review your site for leaks and make a plan to fix them.

Leak	Plan
Social media buttons	
Offsite links	
Related videos	
Other related content	
Ads	



Step 8 Exercise: Plan your website accessories.

My website accessories:

Accessory	Topics to Cover
Blog	
YouTube	
Podcast	
Facebook Live	
Webinars	
Zoom	

