The Ultimate Website Planning Workbook
A Step-by-Step Guide to Building Your Dream Website That Actually Works

1. Define Your Goals & Objectives (Worksheet)

Exercise: Write down your website's primary purpose (e.g., attract leads, sell products, share information).

Checklist:

- What's the main goal of your website?

- Who is your target audience?

- What specific actions do you want visitors to take? (e.g., Book a call, Make a purchase, Sign up for a newsletter)

- What problems does your website solve for your audience?

Write your answers below:

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2. Brand Identity & Visual Style (Worksheet)

Exercise: Describe your brand in 3 words (e.g., Trustworthy, Innovative, Friendly).

Checklist:

- Logo: Ready and high-quality?

- Color Palette: Define primary and secondary colors.

- Typography: Choose 1-2 main fonts.

- Imagery Style: Describe the visuals that represent your brand (e.g., bright and cheerful, minimalist and modern).

Write your answers below:

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3. Content Mapping & Structure (Worksheet)

Exercise: Map out your website pages and their purpose.

Checklist:

- Homepage: Purpose, Headlines, Call-to-Actions (CTAs).

- About Page: What do you want people to know about you?

- Service/Product Pages: Benefits, Features, Pricing.

- Blog: Content ideas or planned topics.

- Contact Page: Contact forms, email, phone number.

Write your answers below:

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4. Website Copywriting Guide (Template & Tips)

Exercise: Write your homepage headline (keep it under 10 words).

Template: Provide copywriting frameworks for each page (e.g., PAS - Problem, Agitate, Solution).

Checklist:

- Use simple language.

- Focus on benefits, not features.

- Include strong calls-to-action (CTA).

Write your answers below:

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5. SEO Preparation (Checklist & Exercises)

Exercise: Write down 5 keywords your audience is searching for.

Checklist:

- Keyword Research: Choose relevant keywords.

- On-Page SEO: Titles, Descriptions, Headers.

- Image Optimization: Alt tags, File names.

- User-Friendly URLs.

Write your answers below:

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6. Wireframe & Page Layout Planner (Templates)

Exercise: Draw or map out your page layouts.

Checklist:

- Homepage Layout.

- About Page Layout.

- Service/Product Page Layout.

- Contact Page Layout.

- Blog Layout.

Draw your wireframe below:

7. Website Launch Checklist

Exercise: Plan your launch day (What steps will you take to announce your website?)

Checklist:

- Double-check mobile responsiveness.

- Test all links and buttons.

- Confirm your SEO setup.

- Announce your launch via social media, email, etc.

Write your launch plan below:

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