Website Planning Workshop for Beginners

A Hands-On Guide to Designing and Creating a High-Converting Website From Scratch

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Student Course Book

Table of Contents

Introduction

In today's digital age, having a solid online presence is crucial for any business. A website is a critical component of that.

With more and more consumers turning to the internet to research and purchase products and services, having a website is essential for businesses to remain competitive.

In addition, a website lets you showcase your brand, products, and services to a global audience 24/7. This visibility enables you to market to new customers and expand your business beyond traditional boundaries.

Creating a professional-looking, user-friendly website is within reach of all small business owners. You might be interested in building the site with a web builder platform or outsourcing the project to a website developer.
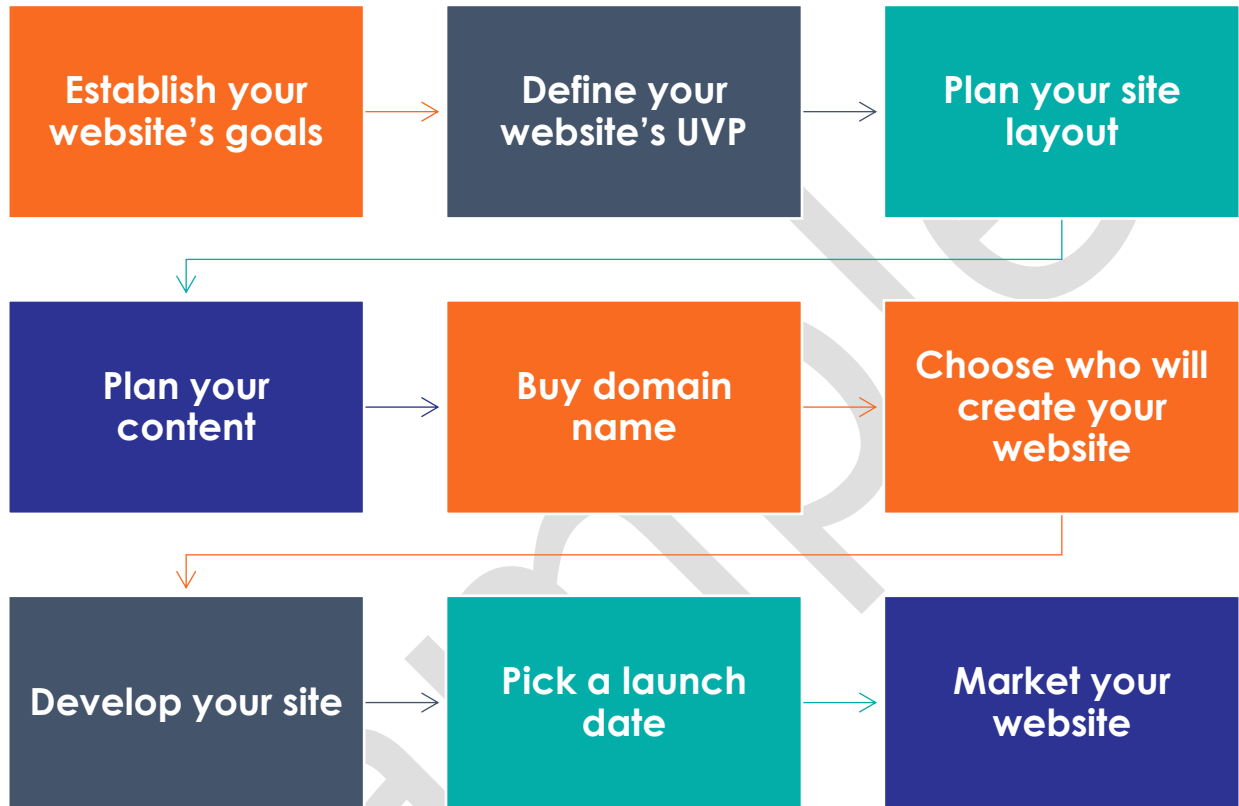
No matter which path you choose, you'll need to understand and think through the website-building process in order to get the website you want. You may have constraints because of cost or time, but when you have the essentials mapped out, you'll find a solution to fit your needs.

This course will cover the basics you need to know to plan a high-converting website from scratch, regardless of your technical background.

Throughout the course, you'll follow step-by-step guidance and practical tips to help you plan your website content, pick a domain name, choose your branding, and find the expert help you need for the project.

By the end of this course, you'll have your key elements in place to set up and launch a professional-looking website that effectively promotes your brand and drives business growth – whether you decide to do everything yourself or hire someone to take on the technical aspects.

Here is your roadmap through the course:

Establish your website's goals	**Define your website's UVP**	**Plan your site layout**
Plan your content	**Buy domain name**	**Choose who will create your website**
Develop your site	**Pick a launch date**	**Market your website**

Course Outcomes:

➢ Clarify your business goals for your website and determine the type of site you need so you can make strategic decisions as you plan your site.

➢ Define who will use your site, how you can help them, and how you will stand out in a crowded marketplace.

➢ Create a plan for the main content of your site, ensuring a user-friendly experience that ultimately increases engagement and sales.

➢ Decide on the most efficient approach and timeline for building a high-quality site that stays within your budget.

➢ Choose powerful marketing tactics to launch your site, boost visibility, and attract traffic to maximize your reach.

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the planning and creating of your new high-converting website.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them individually.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now let's get started!

Module 1 - Establish Your Website's Goals

In this first module, you'll clarify your business goals for your website and determine the type of site you need.

The Need for a Website

With so many other online platforms out there, do you really need your own website any longer? For example, a small start-up business could get away with just a sales page or a social media group initially.

But having a Facebook Page or Instagram account doesn't replace a website if you're a serious business.

Professional-looking websites are now totally within reach of small business owners.

The Pros and Cons of Websites

While anyone can build their own website with all the tools available today, it doesn't mean having a website comes without any headaches. There are still some pros and cons to consider. Here are a few examples:

PROS

- Cost-effective
- Your 'home on the web'
- Control your brand
- Reach a larger audience
- Update and change as needed

CONS

- Can be costly
- Requires time
- Technical issues = poor user experience
- It's challenging to stand out

PROS

➢ Websites are cost-effective compared to traditional forms of marketing and advertising.

➢ They are your 'home on the web,' giving you a solid online presence.

➢ You keep control of your brand with your domain name. No one can take down your site except you.

➢ They allow you to reach a larger audience.

➢ They can be updated with new content and changed as needed, allowing you to evolve and grow your online presence.

CONS

➢ Building and maintaining a website can be costly, especially if you hire a professional web developer or designer.

- ➢ Creating and updating a website requires a significant time commitment.

- ➢ Websites can experience technical issues such as downtime, slow loading times, and broken links that lead to poor user experience.

- ➢ It can be challenging to stand out from the competition and attract visitors to your site among all the other websites.

Despite these potential drawbacks, a website is possibly the most valuable asset for your business.

Your Website's Purpose

There are many reasons for wanting a website, for example:

Develop an established presence online

Boost your brand's credibility

Promote your products or services

Generate worldwide revenue

Build relationships with leads and customers

➢ Develop an established presence online to make it easy for people to find information about you and your business.

➢ Boost your brand's credibility and demonstrate your professionalism and trustworthiness.

➢ Promote your products or services to your target audience.

➢ Generate revenue by selling your products and services to customers worldwide.

➢ Build relationships with leads and customers by providing helpful information and engaging with them directly (e.g., through live messenger and chatbots).

Before going into detail, decide what your primary reason is for having a website. It could be one of the examples above, or it may be something else, but you should have one overarching purpose in mind. Be clear on that before you go any further with drilling down on specific goals.

Turn Your Purpose into a Measurable Goal

While your essential purpose is an excellent reason to have a website, the purpose won't drive your visitors to do anything specific. This is why you need to turn the purpose into a concrete goal.

Your goal is what you want your visitors to do when they visit your site. For example, make a purchase, sign up for a lead magnet, or contact you for more information.

ATTENTION:

This is only an excerpt from our full course **Website Planning Workshop for Beginners.** The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.