

Planning your website

Your Mindset: We have a tendency to think of what WE want on our website. We spend lots of time on logo's and colors and trying to figure out the 'perfect' look for our site. I invite you to take a different approach.

Your Customers Mindset: When YOU are a customer and go to a website for the first time, what do you really care about? Most likely you want to easily find the information you are looking for. Generally that information is more about the business, service or contact information.

From your customer's perspective they want to easily find more information about you, what you do and how to contact you. They want it in an easy to read and understand format and pretty short and to the point. People are busy and generally not wanting to wade through a ton of information to find what they are looking for.

Starting from this perspective we'll look at the content you may want on your site.

The 3 basics are:

1. Home page
2. About page
3. Contact Page

In addition you may want:

- ♥ Services/Menu page: Give greater detail about what you offer
- ♥ Events page: List classes, courses or other events you offer
- ♥ Gallery: If you are a visual person and have lots of photo's of what you do adding a gallery can be fun!

These pages can always be added later!

Getting your website up and running can really be this simple! Down the road if you want to add more information you can certainly do that. What's important is to GET STARTED and Begin at the beginning. This is an excellent foundation making it easy to add and build more later . . . if that's even needed.

CONTENT:

How to write the content that will go on your pages

Again, keep it simple and think from the perspective of your clients and customers. Often when we sit down to write we over analyze and freeze. Write from your heart! It may help to just talk to someone and say out loud what you want to write. Or just talk to yourself, that works well for me!

Home Page

YOU are your business. Have a nice photo of you on the home page if have one. If not, have an image that represents what you do.

Logo: Don't stress out about this. If you have one great. If not, there are thousands of options to choose from, just pick one that feels right. I have news for you... No One cares about your logo. You are not Pepsi or Apple. And frankly, I'm not staying up at night thinking about their logo's either ☺. You are the only one who really is invested in your logo. So, keep it simple and don't stress about it. One place to find a logo is <https://us.fotolia.com>. Just search for logo. The same goes for colors and branding. It is important to keep things consistent, clear and easy on the eyes. It is not a big deal to your customer which color or which font you use. That only matters to you. This is a 4-8 page getting started website. You will change your mind a hundred times over the next year over what you want your 'look and feel' to be. Just get started! Don't let decisions over logos and colors distract you you're your Passion and your Purpose!! Just Do IT!

Free Report: It's a great idea to offer some free information. 1 page is plenty. Pick a tip or tool that is relevant to your field and share it. In exchange you will get an email address which will be useful in your marketing. Again don't let this stop you from getting your site up. This can be added later too.

Some ideas to get you thinking:

- ♥ 5 easy steps to _____
- ♥ 3 ways to start your day
- ♥ Simple checklist to _____
- ♥ You get the idea!

About Page

This should tell a simple story. It's kind of like your 2 minute elevator speech if you have ever gone through that process. 3 or 4 paragraphs is plenty! This is not your life story.

- ♥ Why you love what you do
- ♥ A little personal information about you and what brought you to the work you are doing

Services Page

For each service you offer write a short description that is easy to understand.

Testimonials: It's great to have testimonials sprinkled throughout your site. It is not necessary to have them from the beginning. If you do have some they can be added on your Services page to start with.

Email: I recommend getting a Gmail that matches your domain name. If you are www.greatideas.com your email would be GreatIdeas@Gmail.com.

Tips and Tricks

- ♥ Google people who do what you do and look at their site as a customer. What do you like? Use that. What don't you like? Don't do that.
- ♥ Keep a list of links to sites that you like. You can refer back to these as you are writing to inspire you. Share them with your web designer to help communicate what your style is.

In Summary

To get started all you need is:

1. About You paragraph, image if available
2. Contact Information
3. Home page, image of what you do
4. Email you want to use for your WIX account (WIX will host your website)
5. URL (yourname.com) If you don't have one I can help with that

[CLICK HERE TO FILL OUT EASY FORM!](#) and get started.