



Website Planning 101

The first step to website success!



Website Planning 101

- Why planning is so important
- Common pitfalls to avoid
- **MVL** - Minimum Viable Launch
- 4 steps to planning your website
- Choosing your platform and provider
- Q&A



I'm your host...Jessica Baldwin

2016-PRESENT



Co-Founder | Cardsetter

Website builder software with design & setup included

2013-2016

Partner | Webgrain

Custom developed Wordpress websites

2009-2020

Founder | Billings365.com

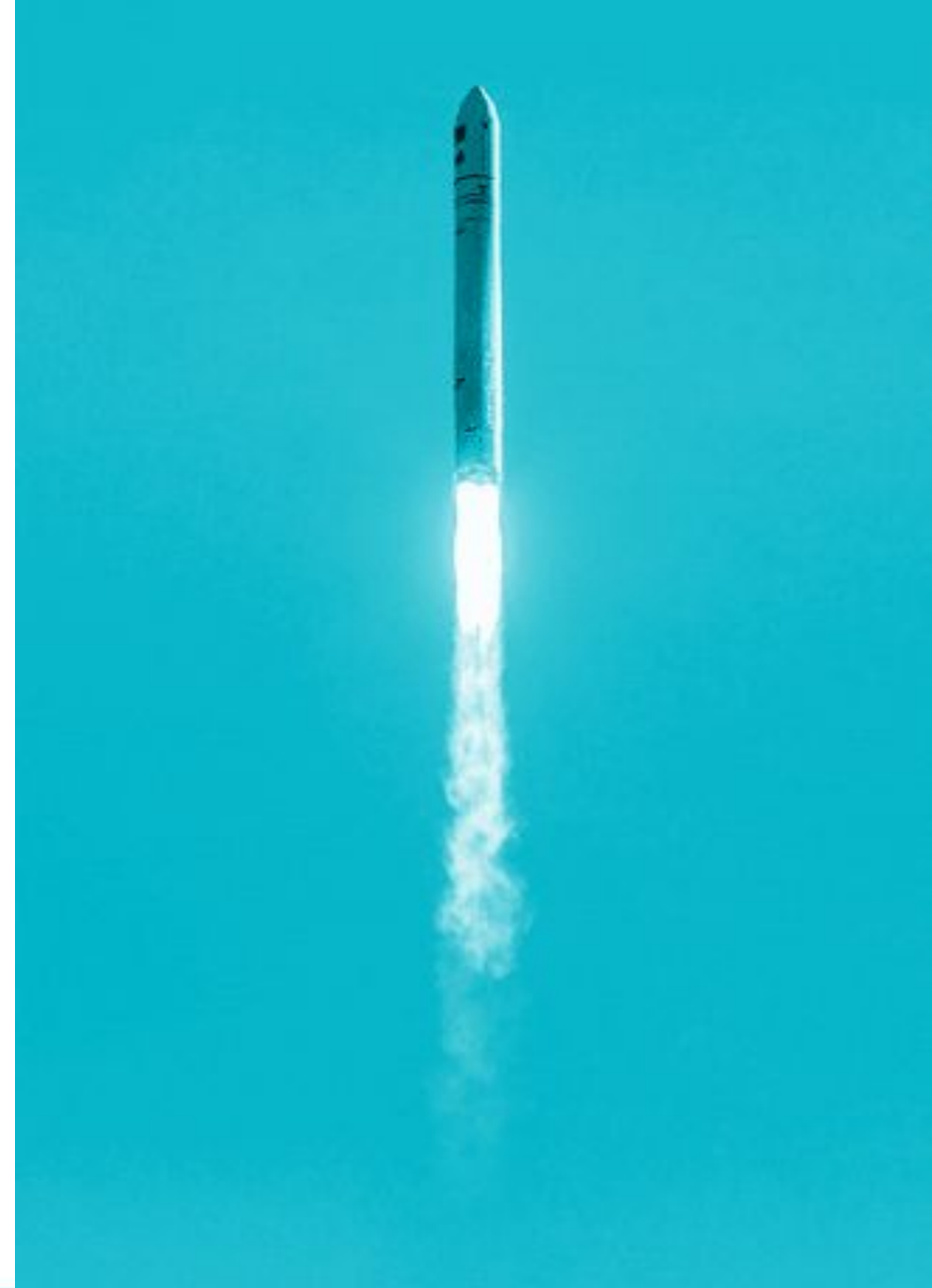
Website for events & things to do in Billings



A little planning goes a loooong way.

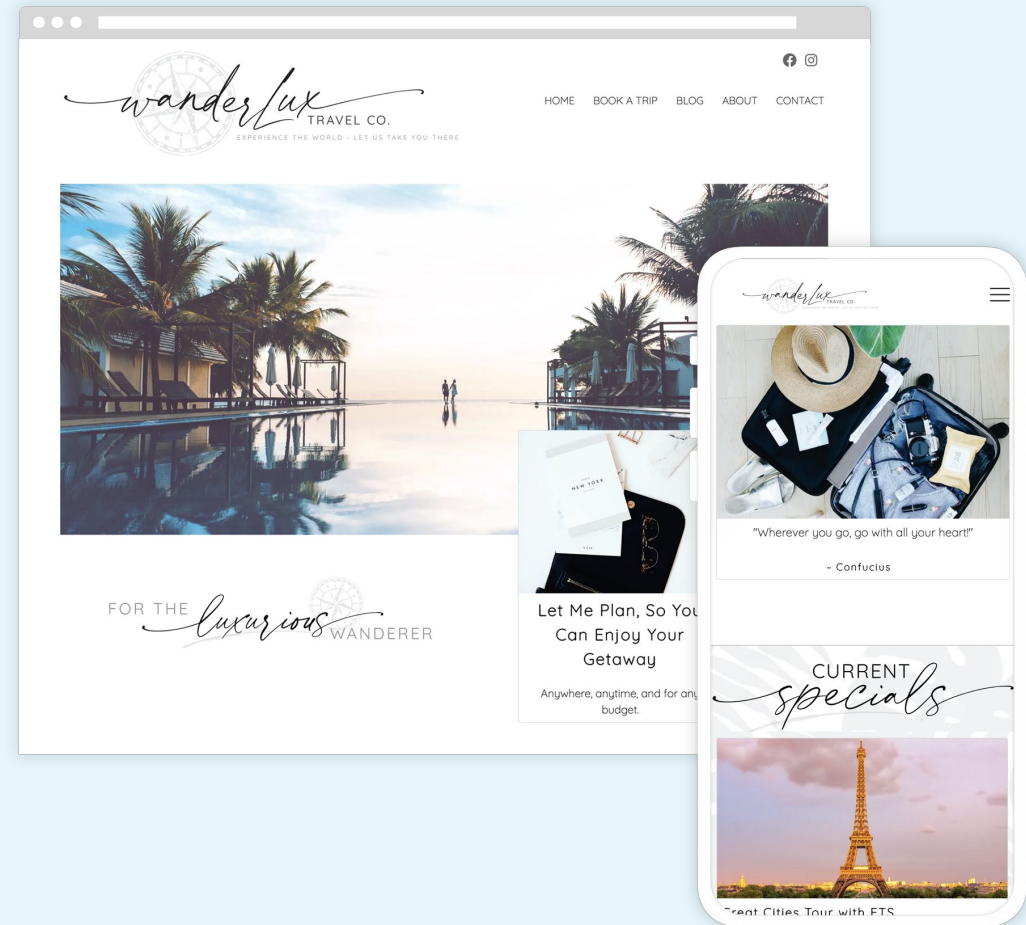
Whether you're building it yourself, or working with a pro...

- Gain clarity on what you and your customers need from your website
- Prioritize what's most important
- Make better choices for your specific needs
- Save time and money
- Streamline and **launch faster**



Pitfalls to Avoid

Design before planning



Pitfalls to Avoid

Choosing a platform before planning

 cardsetter™

 WORDPRESS

 **shopify** **WIX.com**

 SQUARESPACE

Pitfalls to Avoid

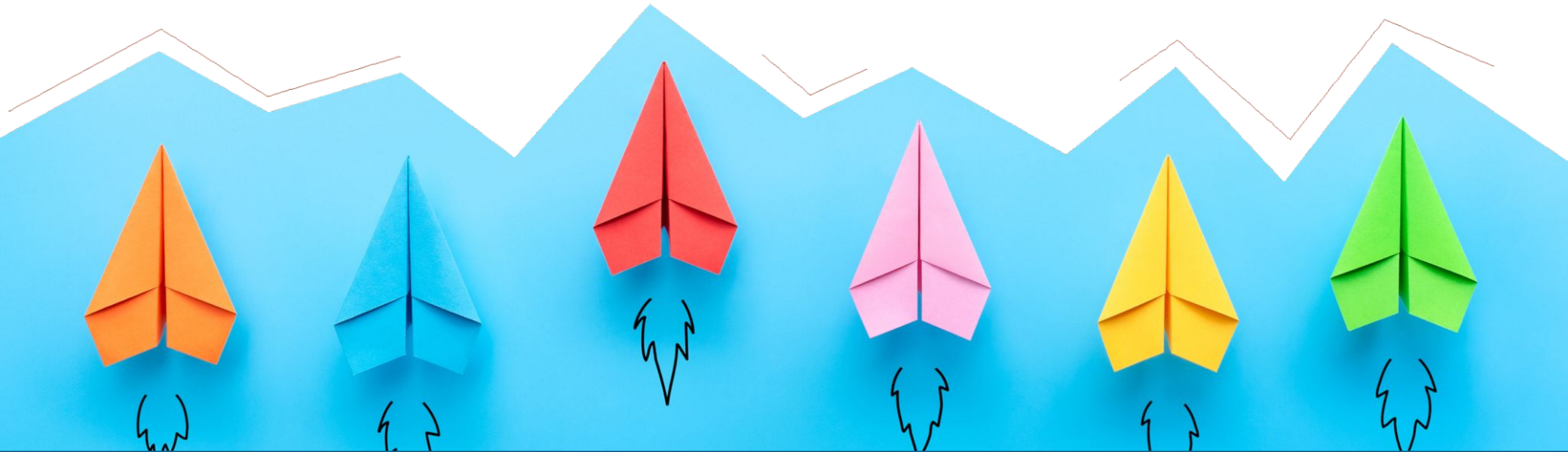
Contracting a designer and/or developer before planning



What is the minimum level of functionality + content necessary to get your business online?

Minimum Viable Launch

- Websites are iterative
- Plan to “add to it”
- Don’t wait for everything to be *perfect*

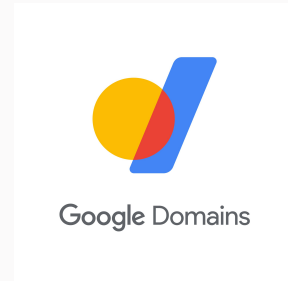


Let's Start Planning!
cardsetter.com/score-website-planner



Step 1: Technical details and feature needs

- Take inventory of the tech you already use.
- Consider other features & functionality that your website will need.
- What else will you need to facilitate those features?

The Zapier logo, featuring the word "zapier" in a lowercase, orange, sans-serif font with a small asterisk above the letter "i".The ConvertKit logo, consisting of a red circular icon with a white swirl inside, positioned above the word "ConvertKit" in a black, sans-serif font.The Google Domains logo, featuring a stylized "G" made of yellow, red, and blue shapes, positioned above the text "Google Domains" in a black, sans-serif font.The Mailchimp logo, featuring a black and white cartoon monkey head icon to the left of the word "mailchimp" in a bold, lowercase, black, sans-serif font.The Stripe logo, featuring the word "stripe" in a bold, lowercase, blue, sans-serif font.The Square logo, featuring a black square icon with a white square inside, positioned to the left of the word "Square" in a black, sans-serif font.The PayPal logo, featuring a blue "P" icon with a white swoosh, positioned above the word "PayPal" in a blue, sans-serif font.

WEBSITE PLANNER



STEP 1: TECHNICAL DETAILS

| | | | |
|---|---|---|--|
| BUSINESS NAME | | IS THIS A NEW OR EXISTING SITE? | |
| WEBSITE ADDRESS | WHERE IS YOUR DOMAIN HOSTED? GoDaddy, Google, Other? | DON'T HAVE A DOMAIN? Register one here | |
| SOCIAL MEDIA ACCOUNTS | FEATURES NEEDED | PAYMENT PROCESSOR(S) USED | E-NEWSLETTER SOFTWARE USED |
| facebook.com/yourpage instagram.com/yourhandle twitter.com/yourhandle pinterest.com/yourpage snapchat handle tiktok handle | <input type="checkbox"/> Blog <input type="checkbox"/> Freebie / Signup / Download <input type="checkbox"/> Scheduling / Appointment Setting <input type="checkbox"/> E-Commerce <i>Number of products?</i> <input type="checkbox"/> Forms That Accept Payments <input type="checkbox"/> Memberships / Gated Content <input type="checkbox"/> Integration with Other Software | <input type="checkbox"/> Stripe <input type="checkbox"/> Square <input type="checkbox"/> PayPal <input type="checkbox"/> Other | <input type="checkbox"/> Mailchimp <input type="checkbox"/> Convertkit <input type="checkbox"/> Constant Contact <input type="checkbox"/> Active Campaign <input type="checkbox"/> Other |
| DESCRIBE OTHER SOFTWARE THAT NEEDS TO INTEGRATE WITH YOUR WEBSITE | | DESCRIBE ANY ADDITIONAL FEATURE NEEDS | |
| | | | |

TRACKING PIXELS

GOOGLE ANALYTICS ID

To Find your Google Analytics ID

1. Sign in to your Analytics account. <https://analytics.google.com>
2. Click Admin.
3. Select an account from the menu in the ACCOUNT column.
4. Select a property from the menu in the PROPERTY column.
5. Under PROPERTY, click Tracking Info > Tracking Code. Your Tracking ID is displayed at the top of the page.

FACEBOOK PIXEL

How to set up your Facebook Pixel: <https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

Quick Tip

Register your own **domain** to ensure you have ownership and access

- Google Domains
- GoDaddy



Step 2: Business info

- Describe your business.
- Define your ideal customer.
- Determine what action you want your website visitor to take.



STEP 2: BUSINESS INFO

GENERAL BUSINESS DESCRIPTION

DESCRIBE YOUR IDEAL CUSTOMER. *Who do you serve?*

"As a < type of person >, I want < some goal > so that < some reason >."

WHAT IS YOUR KEY BENEFIT STATEMENT? *Why should your ideal customer choose your business?*

LIST YOUR MAIN PRODUCTS AND/OR SERVICES

Provide descriptions for each.

»

»

»

»

»

»

»

»

WHAT IS THE PRIMARY ACTION YOU WANT WEBSITE VISITORS TO TAKE?

Step 3: Brand & Assets

- Take an inventory of the graphics, copy, and specs you have available
- Organize them for easy access (Google Drive, Dropbox, etc.)



Logo

STEP 3: BRAND & ASSETS

TAGLINE

COPY *Any text you consistently use when describing your brand.*

ASSETS *Which of the following do you have available?*

- Logo
- Freebie / Download
- Headshots
- Brand photos
- Product photos
- Stock photos
- Videos
- Brochures, business cards
- Other

LINK TO ASSETS *Provide a link to Google Drive or Dropbox with available brand assets.*

COLOR PREFERENCES

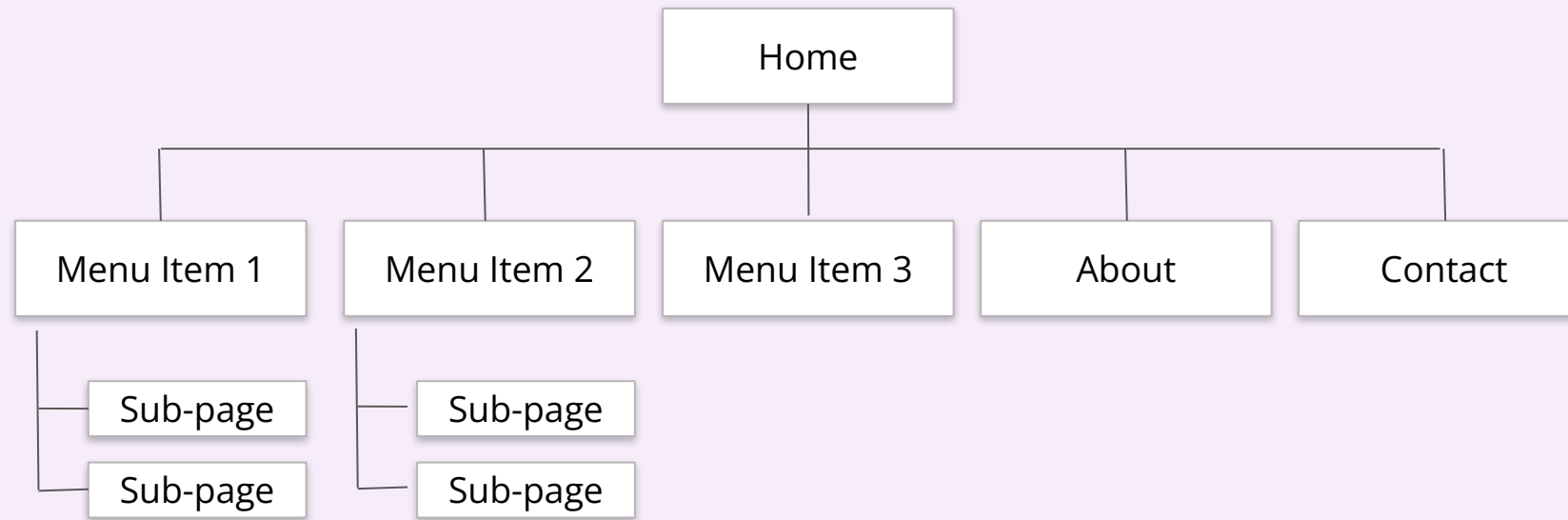
FONT PREFERNECES

Step 4: Content

- Prioritize information
- Clear communication to audience
- Organizational structure of information
- Copy
- Images
- Video
- Etc.



Sitemap



HOME

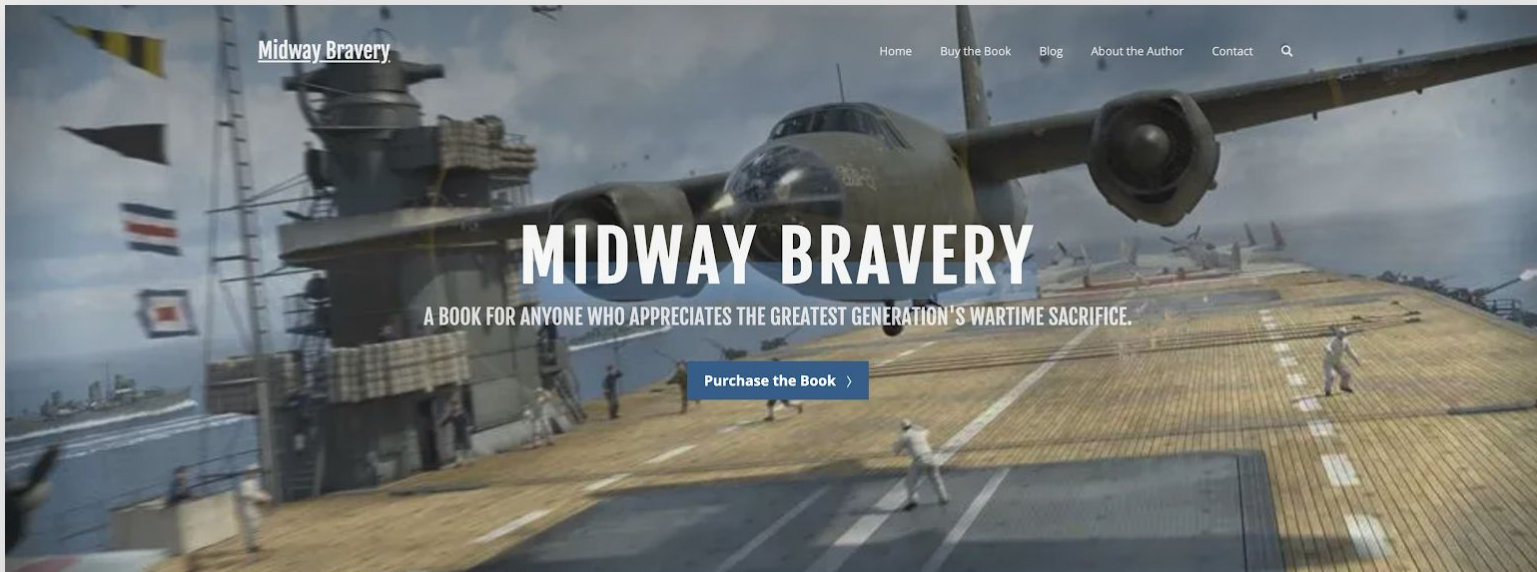
WHAT IS MOST IMPORTANT FOR YOUR WEBSITE VISITORS TO SEE ON YOUR HOMEPAGE?



Let Us Keep Your Family Secure and Connected

Home Security and Smart Home installation in Columbus and Medina, Ohio.

[Contact us >](#)



MIDWAY BRAVERY

A BOOK FOR ANYONE WHO APPRECIATES THE GREATEST GENERATION'S WARTIME SACRIFICE.

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THE FLIGHT THAT HELPED WIN A DECISIVE WORLD WAR II BATTLE
A BOOK FOR ANYONE WHO APPRECIATES THE GREATEST GENERATION'S WARTIME SACRIFICE

It overviews the life of a World War II pilot who signed up with the Army Air Force because he wanted a better life than he expected on his family's Montana ranch during the Great Depression.

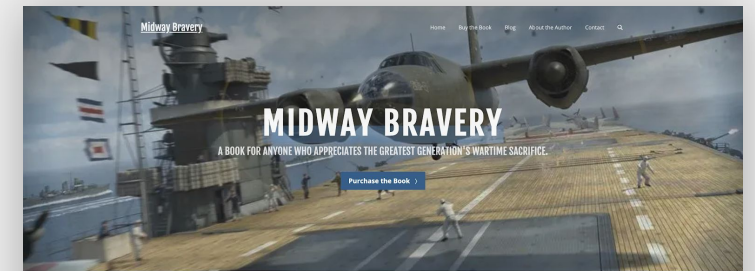
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JIM MURI

Jim Muri learned to fly and became the pilot of a B-26 medium bomber. He answered the call of duty and, in his first mission, flew a plane nicknamed Susie-Q into battle.



JIM MURI IN HIS B-26 MEDIUM BOMBER. (U.S. ARMY AIR FORCE)



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JIM MURI IN HIS B-26 MEDIUM BOMBER. (U.S. ARMY AIR FORCE)

He and his crew of six attacked Japan's mighty navy head-on on June 4, 1942. Muri buzzed the deck of the carrier Akagi. He brought his bullet-ridden plane and crew safely back to Midway. Muri lived to age 94, able to tell his story of courage during a baptism of fire. I am privileged to share that story with my readers.

All World War II vets, including posthumously my father who came back and his cousin, a Marine who died at Salpan in 1944, appreciate your interest in the lives of men and women whose sacrifices made possible the freedoms we enjoy.



DENNIS GAUB ABOUT THE AUTHOR

Author Dennis Gaub was born in and grew up in Montana. He left to receive a bachelor's degree in journalism from Northwestern University and began a newspaper reporting career that took him to Colorado, Wyoming and Michigan...

[Read More >](#)

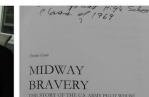
FROM THE BLOG [ALL BLOGS >](#)



Amidst COVID-19, a fine book tour



Time for a book tour



Thanks!



"Midway Bravery" and the movie




Authorship is NOT a get-rich scheme

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Member Login | Get Tickets | f @ e

COMPLETELY PLANNED EVENTS

We bring people together who like to get out, try something new, meet new people, reconnect with old friends and really experience all Billings has to offer! So sit back, relax and enjoy our completely planned events!



ST. PADDY'S MURDER MYSTERY
1 DATES TO CHOOSE FROM
DATES: 14th, 15th or 16th
Location: BAR MT

WATCH WEBSITE FOR ADDITIONAL DATES

St. Paddy's Murder Mystery

The Shakin' Shamrock Pub will soon be rockin' and rollin' with a full house of Irish gents and ladies from the quaint town of Old Lacken. However, some of the customers are rivals and don't get along – especially given the recent scandalous larking about in town. This is where your story begins...




CURLING, COMFORT FOOD & HOT SPICED WINE
Centralennial Ice Arena
Come learn how to curl, no experience needed!

APRIL 10
10:00 AM – 12:30 PM AND 3:00 PM TO 6:00 PM
APRIL 11
10:00 AM – 12:30 PM AND 3:00 PM TO 6:00 PM

Curling, Comfort Food + Hot Spiced Wine



Join us at the Centralennial Ice Arena for curling with The Billings Curling Club, warm comfort food, hot spiced wine, and an all around good time!



Downtown Scavenger Hunt

Downtown Scavenger Hunt - Do ANYTIME!

Get out and enjoy Downtown Billings with a Scavenger Hunt! Solve puzzles, riddles and clues in a hunt to the destination while also stopping into multiple locations for a progressive meal (an appetizer at one stop, main meal at another and dessert at the finish line, along with 3 stops for drinks along the way!)



Membership is the way to go!
HOW DOES IT WORK?

- 1 Sign up for an all-inclusive GoUnite Membership (to enjoy all the sweet perks), or purchase individual event tickets.
- 2 We do all the planning for you! Simply mark your calendar with event days and show up.
- 3 Have kids? Bring them to Wise Wonders for an activity-packed play date where they enjoy fun activities, games, and a kid-friendly dinner.
- 4 We combine drink and outdoor adventures with wine & dinner or seasonal activities, possibilities are endless!

JOIN TODAY >

COMPLETELY PLANNED EVENTS

We bring people together who like to get out, try something new, meet new people, reconnect with old friends and really experience all Billings has to offer! So sit back, relax and enjoy our completely planned events!



Become a Member
and enjoy all events + added perks!
Or Purchase Individual Event Tickets

TESTIMONIALS

| | | |
|---------------|----------------|--|
| TESTIMONIAL 1 | CUSTOMER NAME: | |
| | | |

| | | |
|---------------|----------------|--|
| TESTIMONIAL 2 | CUSTOMER NAME: | |
| | | |

| | | |
|---------------|----------------|--|
| TESTIMONIAL 3 | CUSTOMER NAME: | |
| | | |

MENU ITEM 1

MENU TITLE *This would be a "main section" of your website with a corresponding heading in the menu.*

DESCRIBE THE CONTENT THAT WILL GO ON THIS PAGE

SUB-PAGE TITLE *This sub-page would fall under the "main page" listed above*

Sub-page of:

DESCRIBE THE CONTENT THAT WILL GO ON THIS PAGE

SUB-PAGE TITLE *This sub-page would fall under the "main page" listed above*

Sub-page of:

DESCRIBE THE CONTENT THAT WILL GO ON THIS PAGE

ABOUT

PROVIDE CONTENT FOR YOUR ABOUT PAGE. *This should be your professional and/or company bio.*

CONTACT

| | |
|--|--|
| BUSINESS ADDRESS | PHONE NUMBER |
| EMAIL ADDRESS | HOURS |
| WHICH FIELDS WOULD YOU LIKE ON YOUR CONTACT FORM? | <i>Is there anything else that needs to go on your contact form or page?</i> |
| <input type="checkbox"/> First Name <input type="checkbox"/> Last Name <input type="checkbox"/> Email Address <input type="checkbox"/> Phone Number <input type="checkbox"/> Address <input type="checkbox"/> Comment Box <input type="checkbox"/> Other | |

You did it! 🎉



Choosing a Platform and Provider

- Will it grow and adapt with your business?
- Do I want to spend my time or my money? What is the value?
- Do the platform's features match your requirements?
- Are hosting, an SSL, and other essentials included?
- Do you have access to make edits on your own?
- What is the cost of future change requests? (Your time or \$\$)
- How is support handled? Is there a cost?
- What happens if you want to switch?



DIY



Hybrid



DFY

Agency/Freelancer



Questions?

Get the Website Planner Workbook
cardsetter.com/score-website-planner

Jessica Baldwin

Co-Founder | Cardsetter

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