

Your Website Plan

A PLAN TO CREATE A GORGEOUS NEW
WEBSITE YOUR IDEAL CLIENTS WILL LOVE!

www.cloudxs.com.au



Your Website Plan

When planning out your new website, there are a few things you should think about first.

PURPOSE

What is the purpose of your new website?
Is it to showcase your services, get people to buy products, book an appointment or opt-in to your mailing list?

TARGET MARKET

Who is your target market? Your ideal clients?
Create an avatar of your ideal client using the following:
Age, Education, Family Status, Position, Business Type, Revenue, Hobbies, Dislikes, Where do they hang out? Give them a name...

BRANDING

Do you have a clear brand that will attract your ideal client?
You will need a logo, brand colours, fonts, headshots plus any professional photos that match your branding.

Home Page

Your home page will include the main sales message (normally a single sentence) and a welcome message (normally 1-3 paragraphs).

Depending on your business, you may also include a part of your story, short paragraphs about your products or services, testimonials & an 'As Seen In' section with media logos.

Use the space below to draft your content.

HOME PAGE CHECKLIST

- | | |
|--|--|
| <input type="checkbox"/> Main Sales Message | <input type="checkbox"/> About Info (optional) |
| <input type="checkbox"/> Page Content | <input type="checkbox"/> Testimonials (optional) |
| <input type="checkbox"/> Photos | <input type="checkbox"/> Services (optional) |
| <input type="checkbox"/> Call to Action / Opt-In | <input type="checkbox"/> As Seen In (optional) |

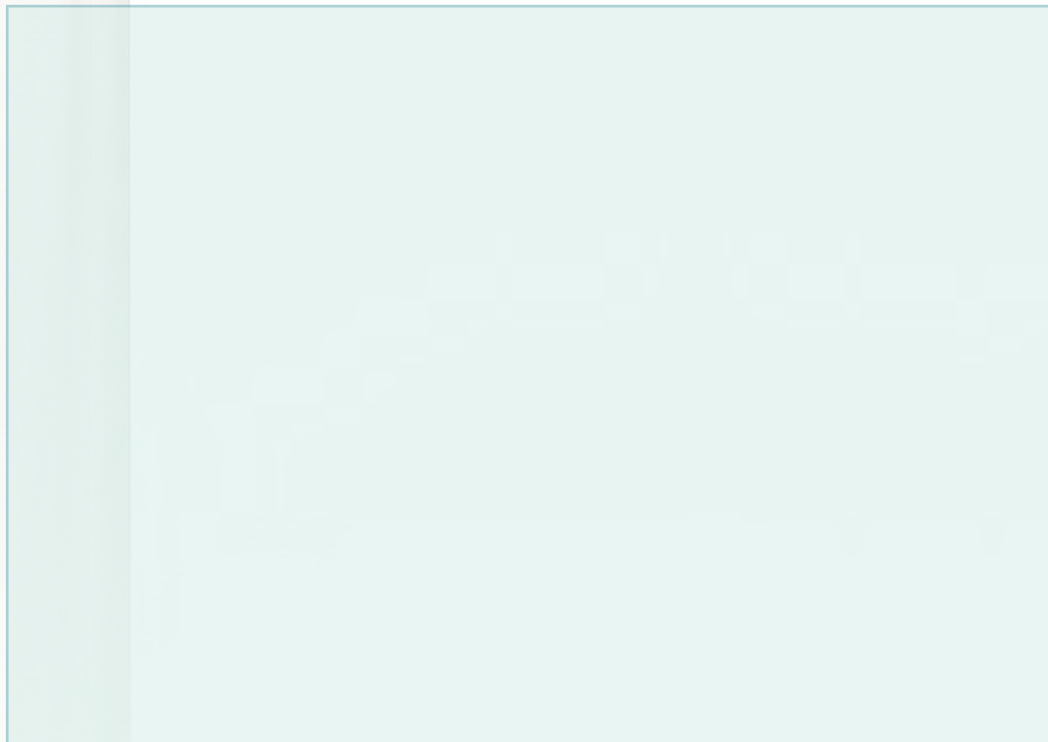
About Page

Your about page will include your story. It is also a great idea to include a short professional bio as well.

Depending on your business, you may also like to link to your services page, contact page or online scheduler.

Tip! Remember this page although it is about you - it still needs to be about how you can help your potential client.

Use the space below to draft your content.



ABOUT PAGE CHECKLIST

- Your Story
- Professional Bio
- Photos / Headshots
- Testimonials (optional)
- Services (optional)

Services Page

Your services page will include a main sales headline and sub-headline with a sales message describing your services and how you help your ideal client.

Depending on your business, you would include your services/products and a call to action to book in with you.

Tip! I highly recommend including testimonials either written or video and/or case study results.

Use the space below to draft your content.

SERVICES PAGE CHECKLIST

- | | |
|---|---|
| <input type="checkbox"/> Main Sales Headline & Sub Headline | <input type="checkbox"/> Services / Products |
| <input type="checkbox"/> Sales Message About Services | <input type="checkbox"/> Call to Action / Opt-In |
| | <input type="checkbox"/> Testimonials (recommended) |

Contact Page

Your contact page will include a call to action to either book a call with you or submit a contact form or both.

You may also include a paragraph about your response time or next steps.

Tip! Include on the form a few initial questions. These questions should help you gauge their suitability for your services and give you some background information on their business.

Use the space below to draft your content.



CONTACT PAGE CHECKLIST

- Calendar / Scheduler
- Email Address for Form Submissions
- Photos / Headshots
- Testimonials (optional)
- Services (optional)

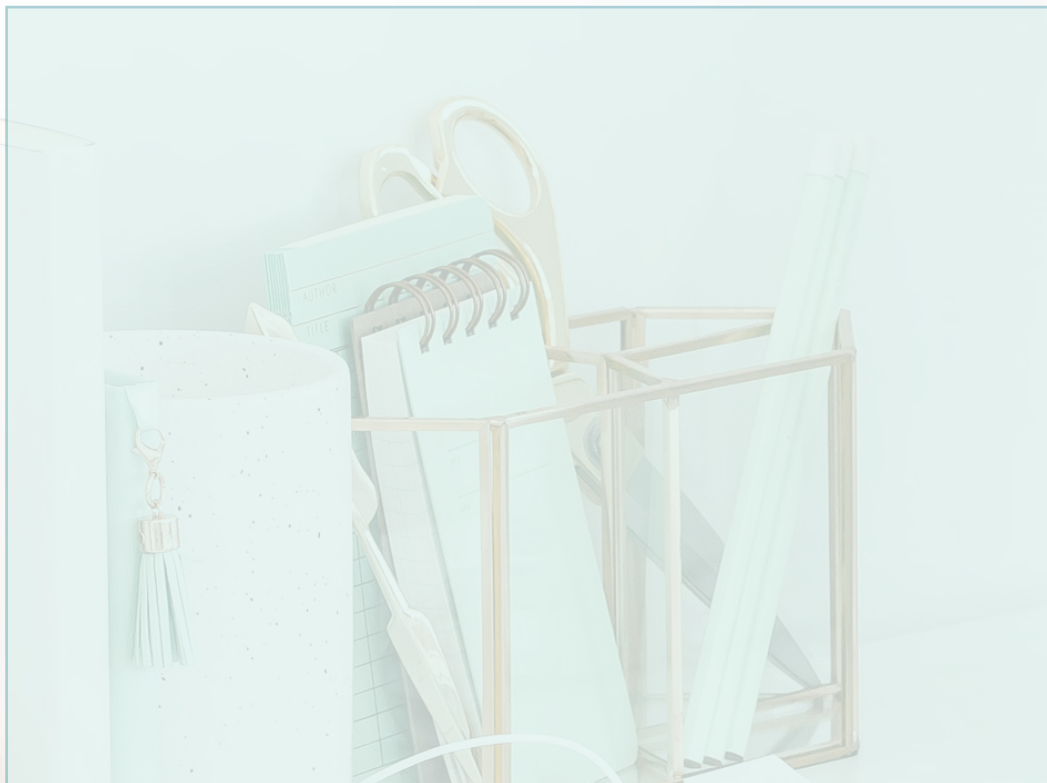
Blog Page

Your blog page is where you can house your blogs or vlogs.

Think about the categories you require, and what call to actions you want to have on each blog post type. Call to actions could be to book a call with you or opt-in to download a freebie.

Tip! Don't forget if you promote any affiliate products to include a disclosure statement at the end of each blog post.

Use the space below to draft your content.



BLOG PAGE CHECKLIST

- Blog Categories
- 1-2 Articles or Vlogs to start off your website
- Call to Action / Opt-In (Recommended)

Congratulations!

You now have a plan for your website.

Need a hand building your website? We have a beautiful solution that will save you time and showcase you as the expert that you are.

Introducing a Website in a Box. A plug-n-play, done-for-you website.

With the Website in a box, we handle all the techy stuff so you don't have to. Say goodbye to wasting hours and hours googling and youtubing how to do it all yourself!

Visit www.cloudxs.com.au/website-box for more information and to start building your website. Or feel free to shoot me an email at hello@cloudxs.com.au

About Alethea

**FOUNDER & COMMUNICATION DESIGNER -
CLOUD EXECUTIVE SERVICES**

Alethea takes your unique content and gives it a makeover so it's as gorgeous as Blake Lively walking the red carpet and as powerful as The Rock in his last movie!

She specializes in designing beautiful online homes (websites & courses) for coaches & consultants. Allowing them to deliver their course or program to the world... sans tech frustrations and problems.

