

THE

# Website

PLANNER



# Just Starting Out



As a small business owner, I believe that the web is what you make it...and you CAN make it work for you! The Internet allows us to punch above our weight with the big guys. Print out your planner, get some highlighters and post-it notes, jot ideas down, get focused and plan ahead. You'll be amazed at the difference you can make to your business!

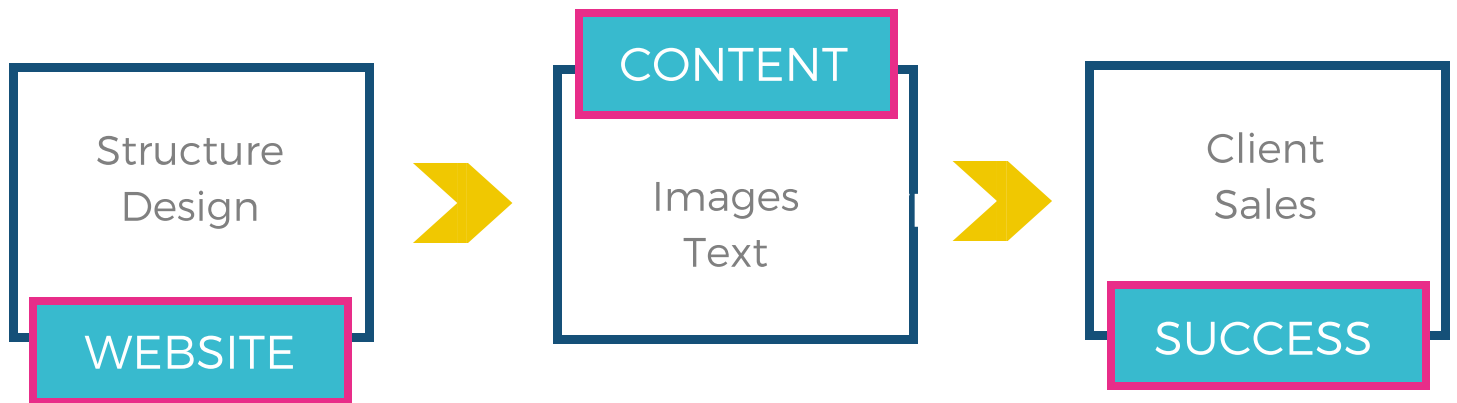
Enjoy.

Notes:

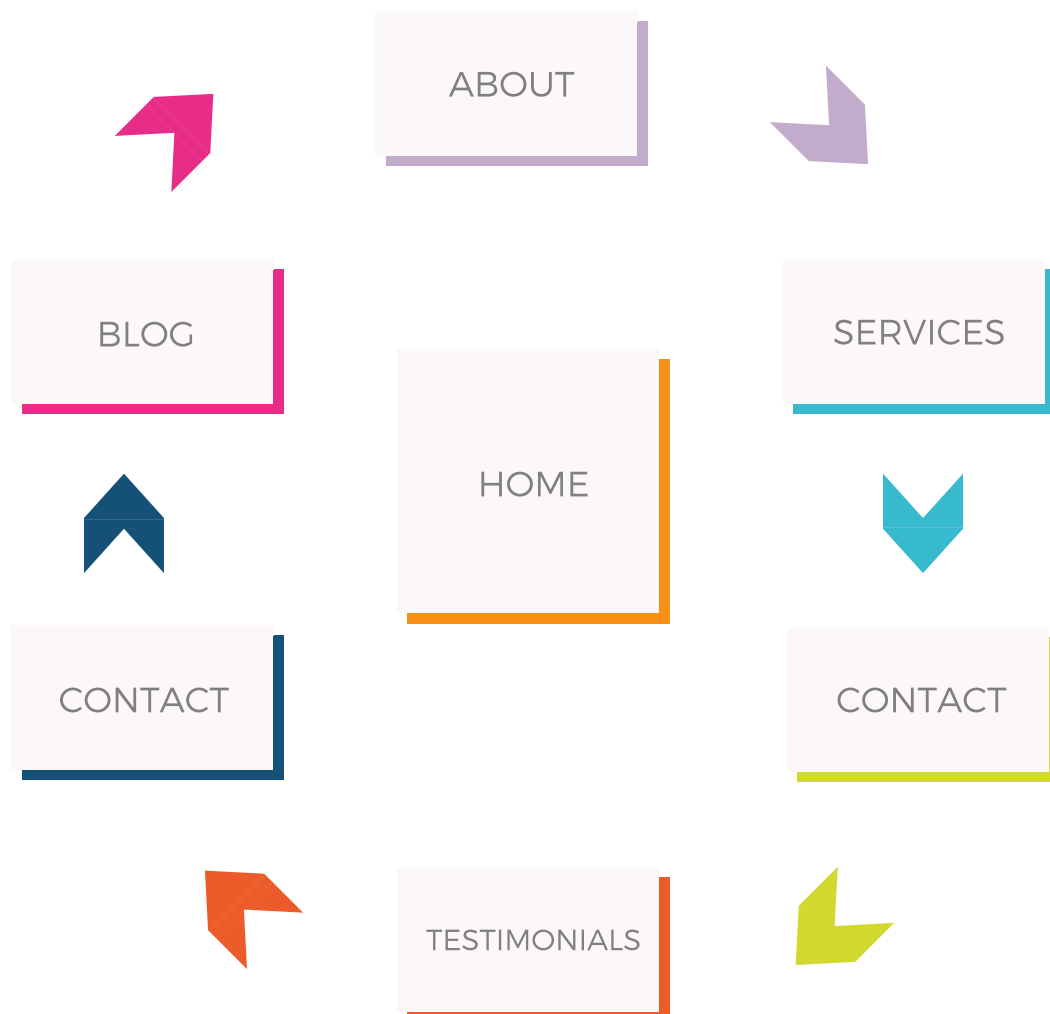
# Map it out!



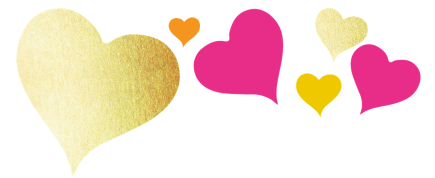
Ok... time to think about the overall plan!



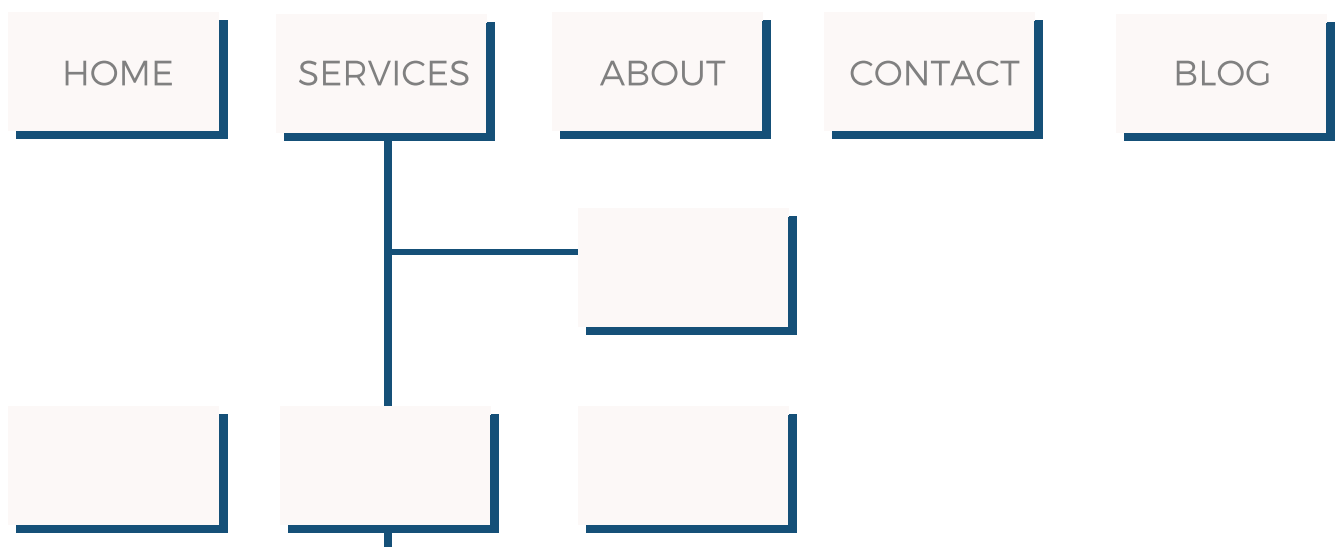
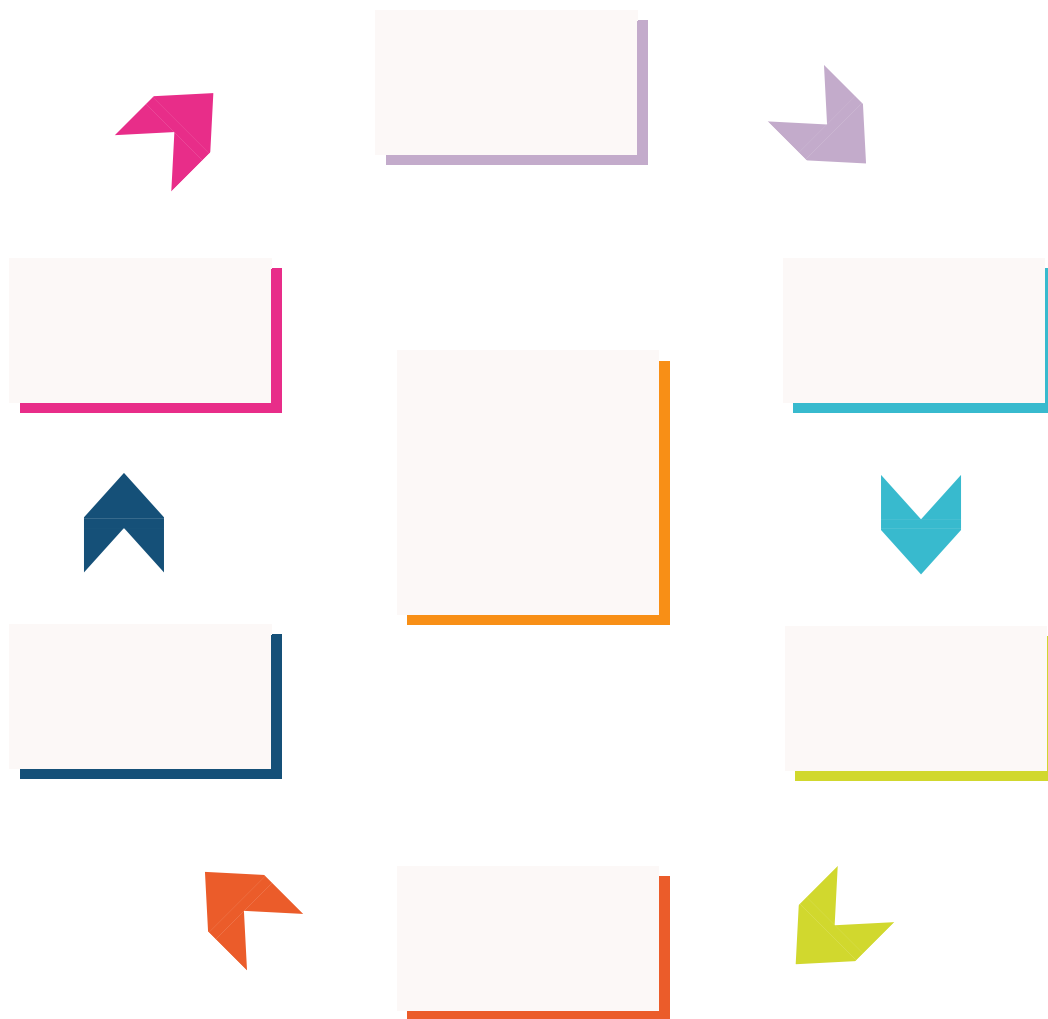
work out the pages you want to be included (example below)



# My website structure.



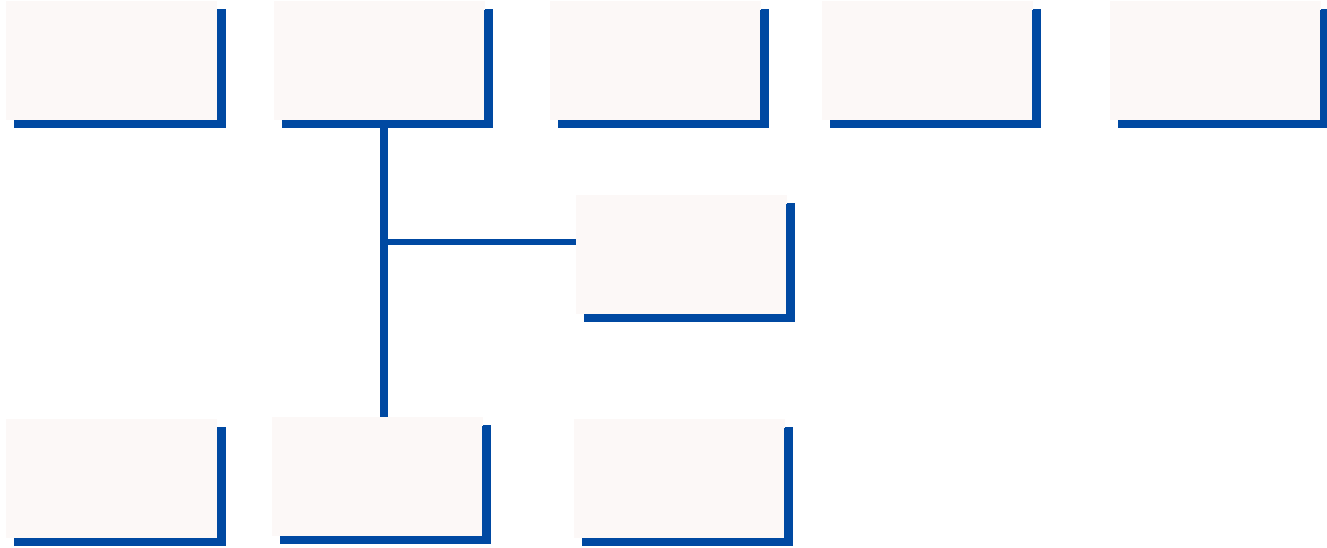
Pages to include



# My site map



list all the pages you would like to use and plan out the order they should be displayed...



Notes..

# Plan the layout



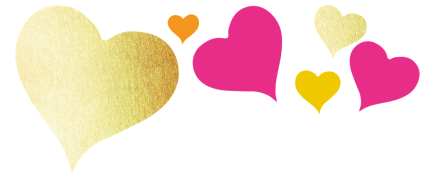
Have a think about how you want your website to look overall.

[Placeholder for header or navigation bar]		
[Placeholder for main content area]		[Placeholder for sidebar or secondary content]
[Placeholder for footer or navigation]	[Placeholder for footer or navigation]	[Placeholder for footer or navigation]

Notes:



# Website layout



# Already Got a Website?



Is it working for you?... Ask yourself the following...

Displaying up to date information?

YES NO

<input type="checkbox"/>	<input type="checkbox"/>
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Branded to be inkeeping with your business now

<input type="checkbox"/>	<input type="checkbox"/>
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Display an about you page that is accurate?

<input type="checkbox"/>	<input type="checkbox"/>
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Have links to your social media profiles?

<input type="checkbox"/>	<input type="checkbox"/>
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If yes do these links actually work?

<input type="checkbox"/>	<input type="checkbox"/>
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Is the content on your site engaging?

<input type="checkbox"/>	<input type="checkbox"/>
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Does it have a contact form and display your details?

<input type="checkbox"/>	<input type="checkbox"/>
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Can people easily find your name?

<input type="checkbox"/>	<input type="checkbox"/>
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The best possible representation of your business?

<input type="checkbox"/>	<input type="checkbox"/>
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Does it have a blog?

<input type="checkbox"/>	<input type="checkbox"/>
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Are you using video?

<input type="checkbox"/>	<input type="checkbox"/>
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Is it SEO optimised for Google?

<input type="checkbox"/>	<input type="checkbox"/>
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Is it mobile friendly?

<input type="checkbox"/>	<input type="checkbox"/>
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# Plan ahead.



Like everything, you can't do it all overnight. Plan in when you can realistically do this work, get it in your diary and commit to getting it done!

