



## My Website Plan

### **Are YOU clear about WHY you want a website?**

No, it's not a trick question or even an obvious question. I've discovered most people find it a real challenge to explain why they want a website. This is a critical first step because it helps you stay focused on your goals.

It's essential to understand why you'll invest time and money to build your website. Is it because you want to expand your brand, build an email list, book speaking engagements or coaching sessions? Or is it get more feet in the door of your retail business?

Regardless of your profession or service you'll want to clarify key points:

1. What is the purpose of my website?
2. Why am I creating this website?
3. What do I want people to do on my website?
4. Why is this important to me?
5. What do I hope to achieve with my website?

Write down your answers and keep them handy for ongoing reference. They will help you create your website content and pages and keep you focused on the main objective as you develop your site.

### **Who is your website for?**

It's not for you - you already know the information and content you're going to include on your site so you don't need it again. Your website is for your audience.

The most effective websites are customer-centric. They focus on your audience and visitors rather than you, the company, or brand behind the website.

Websites designed like this are highly successful because they confirm you understand your readers. When people land on your website, they'll wonder:

- Am I in the right place?
- Can you solve my problem?
- Will this help me?
- Is this interesting?
- Why should I care about this?

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Take some time to think about how you will answer these questions (or if you already have a website, if you have answered these questions in your current copy). What thoughts will my content generate for my readers?

Your objective is to ensure website visitors immediately resonate with your copy and images so the automatic thoughts running through their minds are:

- Wow! You totally get me!
- It's like you're reading my mind.
- This is exactly what I've been searching for.
- I want to experience that...
- I wish my business/life could be like that too.
- I want to be a part of this community.
- This could change everything...
- I need this.

The ONLY way to generate those thoughts is to define exactly who your specific audience is so you can write copy that speaks directly to them, in their language.

Notes:

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## My Website Plan

### How to Choose the Ideal Style for your Website

Determine the style of your new online home with an effective design for your personal blog or business. Distill the best elements by following this short proven plan for successful websites. I'll help you get it done right. Let's dive in...

Remember, any project important to you and worthy of your time requires organized planning and focus.

New websites can take dozens of visual directions. This exercise is an essential step in choosing a style that resonates with your audience. It also helps resist the temptation of settling for a currently trendy style which may not communicate your message to market over a longer term.

However, before you make a decision about style you may want to revisit the first (and most important) lesson: [How to Define and Attract your Target Audience](#).

This simple technique is called "style mapping". It's a proven formula for developing a website that works. It's a fun and productive exercise to reveal:

- The essence of your brand
- The objective or purpose of your site
- Your personal tastes

### 3 Easy Steps to Get Started

#### 1) What is the essence of your brand?

Write a clear, specific statement outlining what you value about your business and what do you do well. Don't be shy – put your best self forward!

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### 2) What is the purpose of your website?

The style of your website should complement its function. An e-commerce site is highly functional and wouldn't work well in a loose casual style. An educational website for kids might not be engaging if it were black & white. You get the picture... right?

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### 3) What are your personal tastes?

Browse the web for examples of the sites and design styles you might like to mimic. Save these images to a folder on your desktop and name it "Inspiration." Save the urls for future reference.

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No limits here! Throw anything in there you like or you feel will resonate with your target audience or ideal 'character'.

Next...

Now you've answered the three questions – measure them against one another to tie this research together and establish your website style.

Check the links and images you added to your inspiration folder for question 3, and compare these to your answers for questions 1 and 2 (above).

Ask yourself these questions to connect the dots:

1. Which images in my inspiration folder would complement my brand?

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2. Which images in my inspiration folder would complement the purpose or objective of my website?

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## My Website Plan

### The Final Two Steps

- Record your answers so you have a reference folder for developing your website in a style you like and also one that resonates with your audience.
- Add the links to at least 3 websites you like from your initial research.

1. \_

2. \_

3. \_

Congratulations!

You have mapped a website style that works for your audience and for you.

Remember to have some fun with this process!

More helpful resources >> <https://dennisgoff.com/category/free-training/>