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# Website in a Week

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Steps to prepare yourself to launch a website in a week or less.



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Helping You build Your next Big Thing

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# Hello and Welcome!

## *Why are we here?*

Hi, my name is Teresa Martin. Thank you for allowing me to join you on your path to using a website to establish, enhance or grow your organization.

The goal of this document is to provide you with “action steps” that you can complete over seven days in preparation for launching your website. Many people don’t know what is needed to plan and launch a website, so I created this workbook to help bridge the gap between wanting one and getting one.

I actually created my first website in the late 1990s. I love how they enable us to communicate with others in our own creative and unique ways. One of my passions is helping solo- and entrepreneurs to take their dreams ‘on-line’ and create a realistic but strategic approach to maximizing their communication efforts.

I hope you enjoy my approach to preparing for your Website in a Week! If you have any questions, I offer a [free consultation](#), or you can email me or send me a text/SMS. For now, I wish you much success and fulfillment in your endeavours.

Hope to hear from you soon.

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# Seven steps to prepare

*Yes, you have some work to do.*

There is a lot of hype out there about what a website can do for you. Whether you are just starting out or already have a website, I'm sure you have heard a variety of statements like: "your website can make you millions of dollars if you just follow this system"; "you can have a website in about an hour"; or "websites take forever to create".

The reality is of course dependent on your efforts. You can have the makings of a website in seven days if you do the work. The more you do before you do-it-yourself, or hand your ideas over to a web team, the sooner your site will be up and running, and the better it will be.

I've written out seven steps you will do each day this week: watch for "**Action Step**" in each section. Or, do the items that you know the answers to in one or two days, and then spend more time on the items you are less sure about. Here are the seven steps:

1. Why do you want a website?
2. Who are you trying to reach?
3. What do you know you like?
4. What materials do you already have?
5. Preparing to write.
6. Writing your content.
7. Putting it all together and handing it over.

# I. Why do you want a website?

## *Get clear, get focused.*

Has someone told you that you “have to have a website” or asked you “what’s your web address?” Or maybe you want to spend less time taking calls and emails that are the same questions over and over again. Perhaps you have heard that you can bring more money in using the web or by changing how your website looks or works?

The fact is a website is an amazing tool - if it is used in the right ways with a clear “why” guiding the content. Here are some reasons to be clear on the “why” of your website:

- If the purpose of your website is to be informative, then your materials will be very different then if your website is meant to be persuasive and lead people to take some sort of action (like contacting you or buying something).
- The more focused your “why” is, the more effective your website will be in achieving your aims, such as collecting leads or converting visitors into participants.
- If you already have a website, you will be able to improve your website by analyzing existing content, flow and design against your “why”.

You only have 5-7 seconds to capture your website visitor’s attention so being very clear on the purpose of your website will mean that people stay longer so you will have more of a chance to engage with them.

## Action Step 1

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Here are some common reasons for having a website. Please read them and consider if they resonate with you. I suggest you number them in order of importance. If you have other reasons, add them in the space provided.

- We have so much information that we want to share with people - reports, stories, blogs, research, etc.
- I want a place I can provide my clients with answers to their questions and forms to fill out before I meet with them.
- I heard I can make more money by selling my products or services from a website. Or, we can take donations easier!
- Your own reason(s) for having a website:

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In a couple of days you need to write your content - knowing your ‘why’ will give you laser focus and a consistent guide to keep your content in line with your goals. What is your biggest “why”?

## My/Our Number One reason for a website:

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## 2. Who are you trying to reach?

*Your followers, your clients, your visitors.*

Now that you know why you want your website, you need to figure out who your audience is, or who you'd like it to be. You may also have heard the terms "ideal customer" or "target market".

Regardless of what you call them, every organization has certain people they are trying to attract. The more certain you are about who you want to be communicating with, informing or selling to, the more effective your website will be.

For example, an ideal customer might be:

- Canadian men, aged 35 to 55, living in towns with fewer than 100,000 people, who spend time outdoors. OR
- Working mothers with children under the age of four who need as-and-when needed childcare services. OR
- Adults with incomes over \$100,000 who want to buy locally sourced renovation products that are environmentally friendly.

You might know who you want to work with right now - if so skip to the next page and write a sentence or two about your ideal customer. Some people even write a short scenario or story.

If you already have clients, think about which ones were the BEST and why. Who were the worst and why? Never had clients? Think of people you have enjoyed completing something with and what was it about that experience that you liked.



## Action Step 2

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Using the following criteria may help you in narrowing down who your target audience is. This list is not comprehensive so do bring in other factors that are important to you. Please note, if you find yourself creating more than one ideal client profile, I suggest that you pick out the commonalities between them for this exercise. A good practice is to consider your target audience for your range of products or services. If you are providing information and not selling something, you still want to consider who will be reading your materials, right?

Target audience criteria to think about:

- Gender: Male, Female, LGBTQ or doesn't matter
- Age group: Teens, 20s, 30s, Baby Boomers, or a range 40-55
- Relationship Status: Long term Partnered, Parents, Single, Divorced, Widowed, Poly or Searching
- Income: Individual or family group based, value range, etc.
- Geography: local, state/provincial, national, international
- Specific interests or industries, for example:
  - Self employed, mid-sized businesses, Fortune 500
  - Environmentally conscious, active, or wannabe
  - Self-help, group work, personal development
  - Mining, forestry, medical, pet owners, education, etc
  - Other that you define

# My/Our ideal audience is:

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# 3. What do you know you like?

*Yes, you do have an opinion to express*

There is nothing worse as your service provider than you not telling us what you want. You won't be happy with my work or anyone else's if you don't get specific. Also, the more clear you are up front, the less time you will have to spend going back over items. This of course means you can keep focusing on what you do best - your core activities.

I always ask clients to send me the links to at least 3 websites that they like and to tell me what they like about them. The colours, the layout, the types of images, the font, the 'voice' of the writing - these are all great intel that help your web team to give you the results you want. Also consider navigation and interactive items like forms, downloads, applications and links to social media, etc.

## Action Step 3

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List three websites you like and why. Do you think parts of them will appeal to your ideal client?

1
2
3

I've broken this next activity into two parts - design and function. If you have established branding, please add the details here. If you know your target client has specific likes, record them here.

**Design:**

**Colours** (Blues, earth tones, high contrast, Hex Code such as #66000, Pantone code, Crayola™ Crayon colour, or etc):

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**Text/font type**(sans serif, serif, script, plain, Verdana, Arial , etc.):

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**Styles** (soft, geometric, urban, crafty, romantic, hip, etc.)

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**Types of images** (nature, industrial, abstract, people, etc.):

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**Other Design items you like or comments you want to share:**

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**Function:**

What options do you want on your website that will best support the why of your website AND serve your target audience?

Navigation (left, top, right, bottom, multiple, etc)

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Interactive Forms (basic contact, survey, pre-qualify contact, client segregation by topic, conference submissions, email marketing , etc.)

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Downloadables (forms, digital freebies, reports, etc.)

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Financial Capabilities (Product catalogue, E-Commerce, Donations)

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Applications (People or resource scheduling, social media, service tickets, blogging, event registration, surveys, testimonials , etc.)

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## 4. What materials do you already have?

### *Business plan, a logo, social media?*

To get going on your website you can use stuff you have already written, photos you have already taken or videos you have already filmed that contain content that you can reuse. A common and successful technique in marketing is repetition so don't hesitate to re-purpose content and materials you have previously prepared. Anything you have done that can be related to your business or your public persona should be considered. You may not choose to use it all, but it is worth the time to leverage the awesome-ness that you have already built.

### **Action Step 4**

Lets take an inventory. Skip rows that don't apply. Use a separate page if needed. Not everyone will need or want all of these!

Item	Yes/No or Description
Business or Organization Name (if known or ideas)	
Website domain name (s) (if known or ideas)	
Trademarks or copyrights	
Business Plan or Strategic Plan or Communications Plan	

Item	Yes/No or Description
Business Cards	
Brochures or posters	
Letterhead/Envelopes	
Client Fillable Forms	
Interview transcripts	
Speeches/presentations	
Training Material	
Other written materials	
Press Releases	
Newspaper articles about you	
Audio (MP3, podcasts...)	
Recorded Webinars	
Videos (Youtube, Vimeo, etc)	
Other Audio-Visual	

Item	Yes/No or Description
Twitter	
Linkedin	
Instagram	
Facebook	
Other Social Media	
Other internet (Shopify, Amazon, EBay, Udemy, Thinkific, Etsy, etc.)	
Awards you've won	
Professional Associations or Regulatory Bodies	
Volunteer Organizations you work with or support	



Now, looking at all of these materials and activities, please answer these questions:

## Your project/business's purpose:

What is one short sentence that summarizes what you are doing for your clients? Think about your "why" and your "ideal client". Basically, you need to be able to quickly explain what problem(s) you are solving for your client so that when you start writing you will be hyper focused on exactly what you do.

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## “What’s in it for me” for your client:

Now consider how does your client benefit from using your offering(s)? This is a question about your client needs, not why you are doing what your are doing, or why you are the best at what you do. Focus on the ‘pain point’ that the client wants solved and explain why they want it solved.

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# 5. Preparing to write.

*Or re-write. Or hiring someone to write.*

So now that you have taken an inventory, it is time to get ready to write. Some of you may remember using an “outline” for writing tasks in school. The same thing applies here. In the world of websites, your outline can become what is called a site map. The site map is used by search engines, so don’t skip this step. Also a good outline will save you, (or your writer) and your web team time, which means you get your website going more quickly.

Here are the basic pages of a website and some I’d like you to consider:

## *Common pages & purpose*

1. Home - strong introduction to your “why” that is focused on your ideal audience. Call to action / collect visitors info
2. Services - what your clients can hire you to do for them
3. Products - list of those things you sell, grouped by category
4. About - explains who the person(s) or the organization is and why what you are doing is for your ideal client
5. Contact - the who, what, where, when and how of getting in touch with you
6. Frequently asked Questions (FAQs) - things people are always asking you and their answers - phrased in terms your clients will understand

*Please also consider:*

- Privacy Policy - Especially important if you are collecting personal information or performing financial transactions. Different industries and jurisdictions have different regulations and requirements so do your research. It doesn't have to be complicated, but your audience will trust you more if you post this information. Legal advice is recommended on this content.
- Terms of Service or Terms and Conditions - If you are selling anything, this page is a must. You can use it to explain how to get customer service, how to cancel, how to request a refund, why service might be refused, fair use policies, copyright or trademark considerations, etc. Legal advice is recommended on this content.

A great approach to deciding what to include in your website is to look at competitor websites and websites of those organizations that you most admire. You don't want to copy them of course, but doing some research like this can provide some great ideas for your unique situation and target audience.

Here's an example:

### *Sample Draft Outline for a Photography Studio website*

#### All Pages

- a. Contact phone, email, links to social media across top
- b. Logo, business name and tagline
- c. Navigation across top
- d. Footer - Copyright notice, link to Privacy Policy, Instagram feed

#### Home Page

- a. Rotating images of services - home page only

- b. Welcoming text in warm voice about what's in it for the client
- c. Call to Action button: link to appointment page

## –Services

### –Service#1

- a. static image
- b. description of service
- c. link to appointment page

### –Service#2 (same layout as #1)

### –Service#3 (same layout as #1)

## –Portfolio

- a. 3 x 3 grid of images from past client work
- b. Rotating testimonials
- c. Call to Action button: link to appointment page

## –Appointments

- a. Embedded scheduling application

## –About Me

- a. Image of me
- b. Text about how I help clients and why
- c. My background that increases client trust in me
- d. Awards I've won

## –Contact Me

- a. My legal business name and address
- b. My phone number, email address, Skype address
- c. Links to my social media
- d. Map to my studio and directions

## –Blog

- a. Right side bar: call to action, sign up for email list

## Action Step 5

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Your turn....write or draw out your initial outline of web pages and items you think you'd like to see on them. Do the best you can - it doesn't have to be perfect as this is your draft only. When you share with your web team, they may have suggestions for improvements. Also, when you are doing the actual writing, your outline may evolve and change. That's ok of course.

## Action Step 5 continued

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## 6. Writing your content.

*Yes, my friend, someone has to do the writing.*

From my experience this step takes the most amount of time. Here's the thing though, to get your website designed, functioning and available to the public, the content doesn't have to be perfect - it does have to match your 'why' of an information website or a take-action website, and it has to speak to solving the pain points of your target audience. If you spend all your time trying to get your content 'just right', you will never get your website up and running.

Some people get their web team working on designing and functionality with the intention of providing the writing when the website is "all ready" to launch. Its true that some of that design/function work can be done while you are writing. In reality, when your web team has materials to work with, their final product will be that much better because they can take into account your unique approach and incorporate your items in the most intelligent way possible.

### **Action Step 6**

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Collect together your materials and your answers from the questions in **Action Step 4**. You can use bits and pieces from these materials in this step. Next, grab the outline from **Action Step 5** and get to work! Even if all you do is write some bullet points or one paragraph that explains the purpose of each page, that is a start. You can always revise the content later.

Some people are more comfortable speaking their thoughts out. I've had clients send me digital recordings (MP3s) of what they want on their webpages. If you are someone who has a hard time writing, you may need to schedule some uninterrupted time, or even hire someone like myself to write your content.

*TIP: Remember to consider what you are trying to solve for the client (their "pain points") and keep that front and centre in your thoughts while you are writing. You explored this in Action Steps 1 and 2*

To help you focus your writing, re-write your Business/Project Purpose from Action Step 4:

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To help you write to your client, re-write three benefits that your clients get from your service (Action Step 4):

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# 7. Putting it all together and handing it over.

*Your vision, your content, your website.*

Now that you have decided

- why you want a website (to provide information or provoke action)
- who your target audience is (ideal client)
- what you like and that appeals to your ideal audience (colours, font, style, structure, imagery, etc.)
- your inventory of what you have already created (materials, social media, etc.)
- outlined and written what you want to say to people (content)

It is time to get your web team organized and working on your project. Aside from sending them all your materials and possibly photos or other unique artwork, please review some of these additional considerations.

## **Action Step 7**

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### 1. Decide on your Domain Name(s)

- You can choose your name, your business name, your trademark, a short sentence, an acronym - you pick
- You will have to register the domain name for a minimum of one year. Some companies provide discounts if you pay for multiple years.

- A domain name ends with acronyms such as .com or .org or .ca. There are now many to choose from so do be strategic. You may want to purchase multiples with the same name but different endings.
- You may want to register more than one domain name, for example your own name and a business name. You will need to pick a primary one for your website.

## My Domain Name is/are:

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2. Ask your web team what type of hosting plan you need based on the requirements you decided on, such as forms, stores, blogs , etc.. They may also recommend a particular hosting company, or like me, offer this service as a package with web design services.

*TIP: If you are reserving more than one domain name, you may only need to purchase hosting for one. The others can be directed to the main one.*

## My Hosting Plan has to include:

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3. If your web team doesn't offer Domain registration and Hosting services, you will need to register your domain name and subscribe to a hosting plan. Do note that some providers will offer one domain name free with the purchase of a hosting plan.
- Make sure the domain name is registered in your organization's name, or yours if its for you.
  - You can register a domain name with one company and register hosting with another company, but that adds complexity that I don't recommend for those starting out.
  - Be sure to include an appropriate encryption certificate called an SSL Certificate. Some are free, some are not. Having that "https" at the start of your domain name tells your clients that you take their security serious.
  - Some countries, such as Canada, have industry requirements for where certain types of digital information can be stored. Please do check your industry/national requirements.

My domain and hosting company is:

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My Login and Password are:

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My Domain and Hosting Renewal Date is:

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4. If your web team doesn't offer hosting, set up a 'webmaster' account in your hosting plan administration area and provide that access to your web team lead. This will give them access to what they need to make your website run, but no access to your credit card info or account relationship
  - If you don't know how to do this, you can get your web lead to do this for you.

## The webmaster Login and Password are:

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5. If you will be doing financial transactions, you will need to decide what method you will be using and provide directions to your web team. There are two parts to performing financial transactions - a payment processor and a payment gateway. People starting out will often use pay-per-transaction services such as Paypal or Stripe or Square. Financial institutions of course offer this service and typically charge monthly fees.
  - The main consideration here is that you do not want to be collecting people's credit card information and retaining it on your own website. You must use established financial service providers.
  - \*\*You must purchase an SSL Certificate if you are going to do financial transactions so your clients will see "https" in their web browser and know your website is secure.

## I will be using the following method to do financial transactions:

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*TIP: keep your login/password information somewhere secure and use 2Factor authentication if it is offered (ie. you login then you receive a one-time, unique to you number that you have to also input into the login area)*

6. If you will be using and/or integrating application services (such as social media, surveys, email list management, etc), collect up a list of your services and provide temporary access with login details to your web team so they can establish the integrations.

## I am using the following services:

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7. And lastly, send everything from **Action Steps 1-7** to your web team. I recommend you schedule some time to review the information with them. Please be prepared to answer questions from your web team during the design process!!!

- And always remember, the longer you take to answer questions, the longer it will take to complete your website. That’s ok, cause it’s your process, but sometimes you need to follow a “Ready Fire Aim” method! Get started!

## My next appointment is:

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## Your Notes:

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# Congratulations! You are ready to launch your website!

If you have any questions, thoughts or feedback about the materials in this workbook, please do reach out to me! I believe continual improvement is the cornerstone of success on all our endeavours, so ask/tell me anything!

Here's my contact information below. And if you haven't already, don't forget to book your [free consultation!](#)

Wishing you much success in all your endeavours,

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