



# 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**

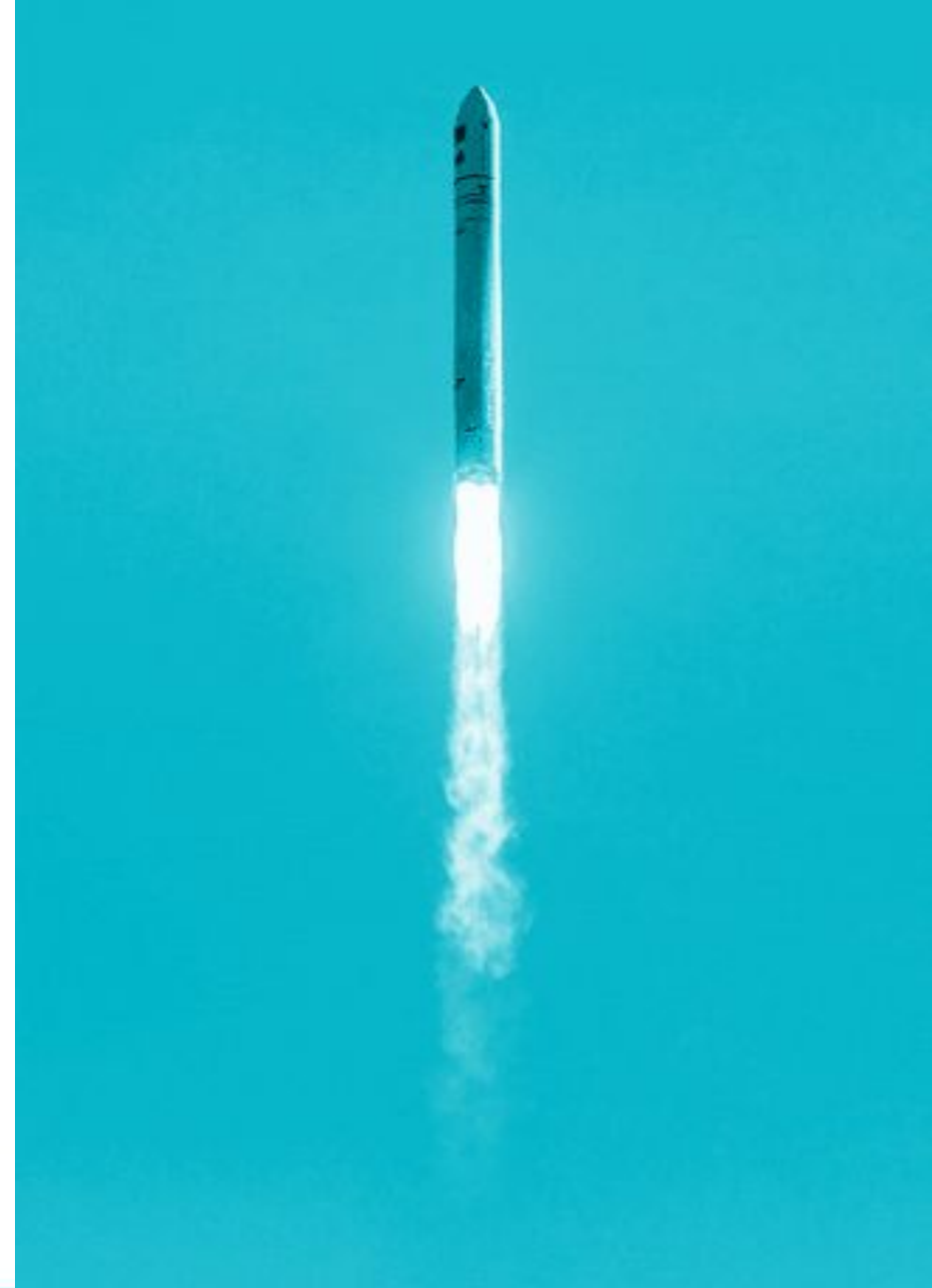
Website for events & things to do in Billings



# A little planning goes a loooong way.

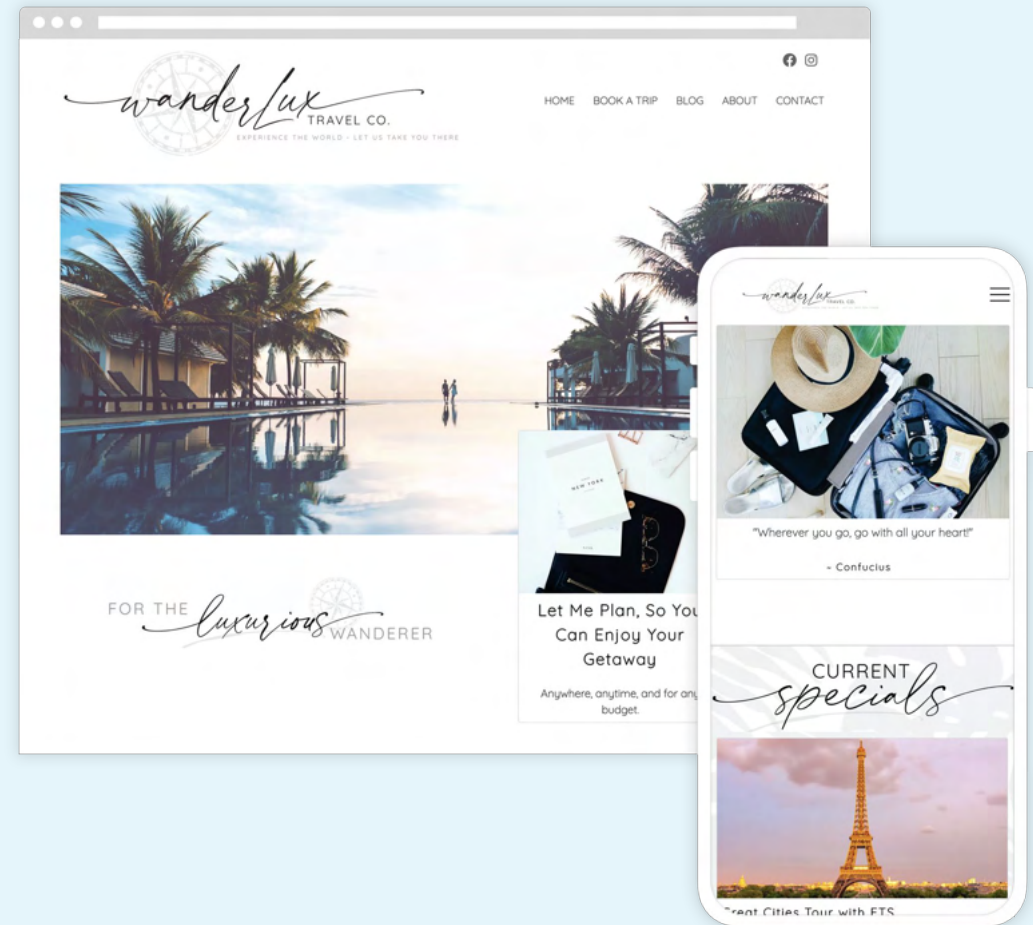
*Whether you're building it yourself, or working with a pro...*

- 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



# Pitfalls to Avoid

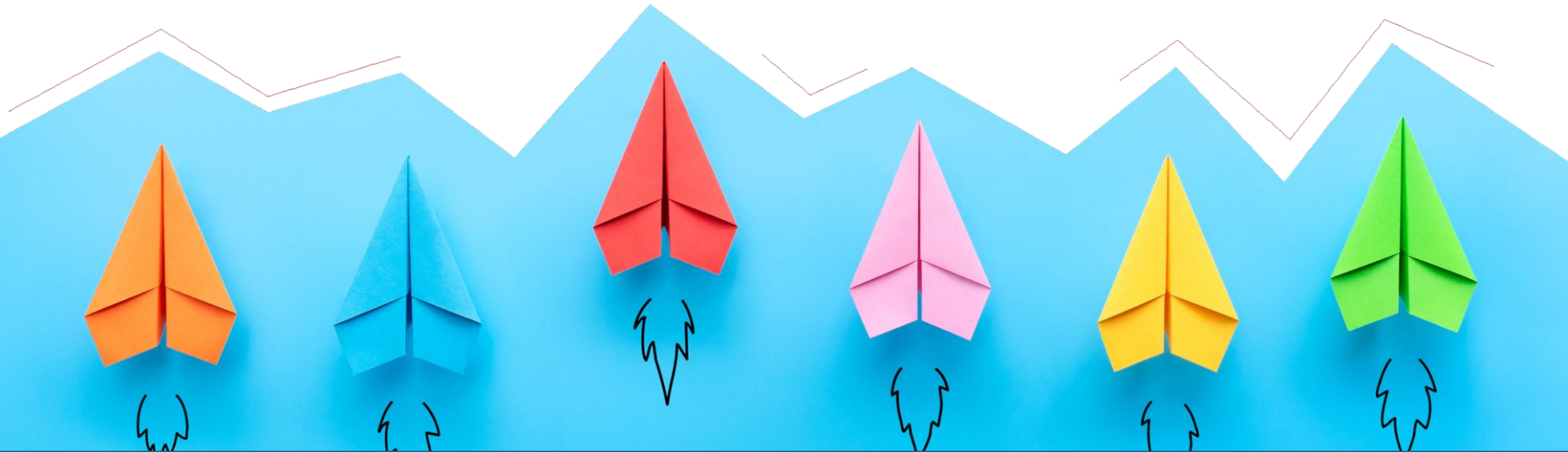
Contracting a designer and/or developer before planning



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](https://cardsetter.com/score-website-planner)

The image shows a tablet displaying a 'WEBSITE PLANNER' form. The form is divided into two main sections: 'STEP 1: TECHNICAL DETAILS' and 'STEP 2: BUSINESS INFO'. The 'STEP 1' section includes fields for 'BUSINESS NAME', 'SOCIAL MEDIA ACCOUNTS', 'WHAT IS YOUR CURRENT WEBSITE?', 'WHAT ARE YOUR WEBSITE GOALS?', 'HOW DO YOU WANT TO PROMOTE YOUR WEBSITE?', 'DO YOU HAVE A BUDGET?', and 'DO YOU HAVE A DESIGNER?'. The 'STEP 2' section includes fields for 'GENERAL BUSINESS INFORMATION', 'REQUIRE YOUR OWN CUSTOMER?', and 'WHAT IS YOUR KEY MESSAGE?'. The form is set against a background of a desk with a pen, paper clips, and a pencil sharpener.

STEP 1: TECHNICAL DETAILS		DO YOU HAVE A BUDGET?	DO YOU HAVE A DESIGNER?
BUSINESS NAME	WHAT IS YOUR CURRENT WEBSITE?	Monthly Budget Range	Website Designer
SOCIAL MEDIA ACCOUNTS	WHAT ARE YOUR WEBSITE GOALS?	Website Promotion	Website Content
	HOW DO YOU WANT TO PROMOTE YOUR WEBSITE?	Website Design	Website Copywriting
	DO YOU HAVE A BUDGET?	Website Development	Website Maintenance
	DO YOU HAVE A DESIGNER?	Website Hosting	Website Security

**STEP 2: BUSINESS INFO**

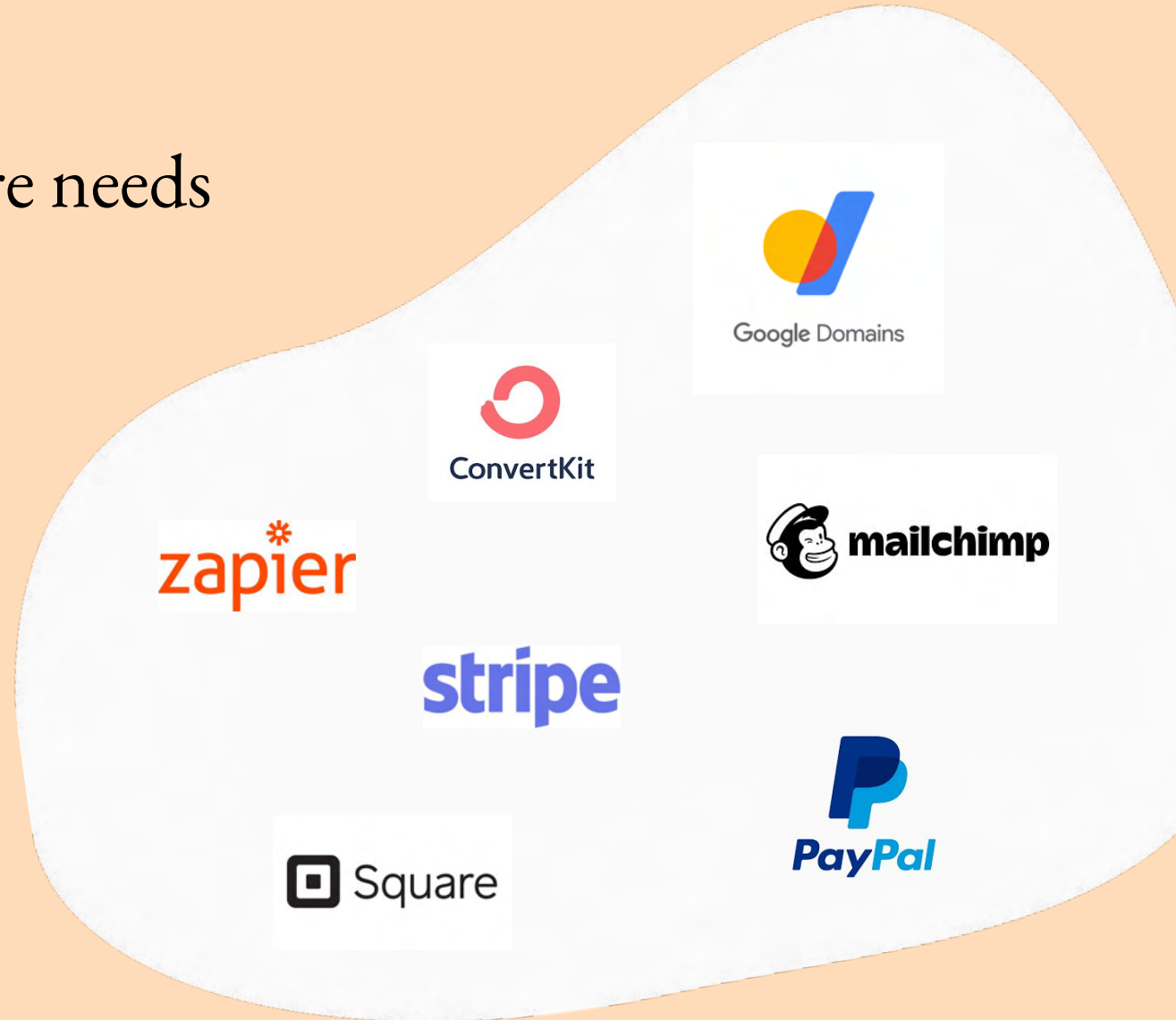
GENERAL BUSINESS INFORMATION

REQUIRE YOUR OWN CUSTOMER? Why or why not?

WHAT IS YOUR KEY MESSAGE? Why should your client subscribe to your business?

# 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?





**Publish content**



**Sell products / services**



**Generate leads**



**Sell subscriptions/ memberships**



**Receive inquiries**



**Take online payments**



**Book appointments**



**Showcase my work**



**Take donations**



**Integrations**

## Quick Tip

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

- Google Domains
- GoDaddy



## Step 2: Business info

- Define your ideal customer.
- Write a key benefit statement.
- Determine what action you want your website visitor to take.
- Describe your business, products, and services.





## Define your ideal customer

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

## Write a key benefit statement

Why is your business the best choice for your ideal customer?

## Determine your primary call to action

What is the number one thing you want your website visitors to do?



Write your business description



Outline and describe each of your products and services




## 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*

 Tagline

 Color preferences

 Marketing copy

 Font preferences

 Visuals

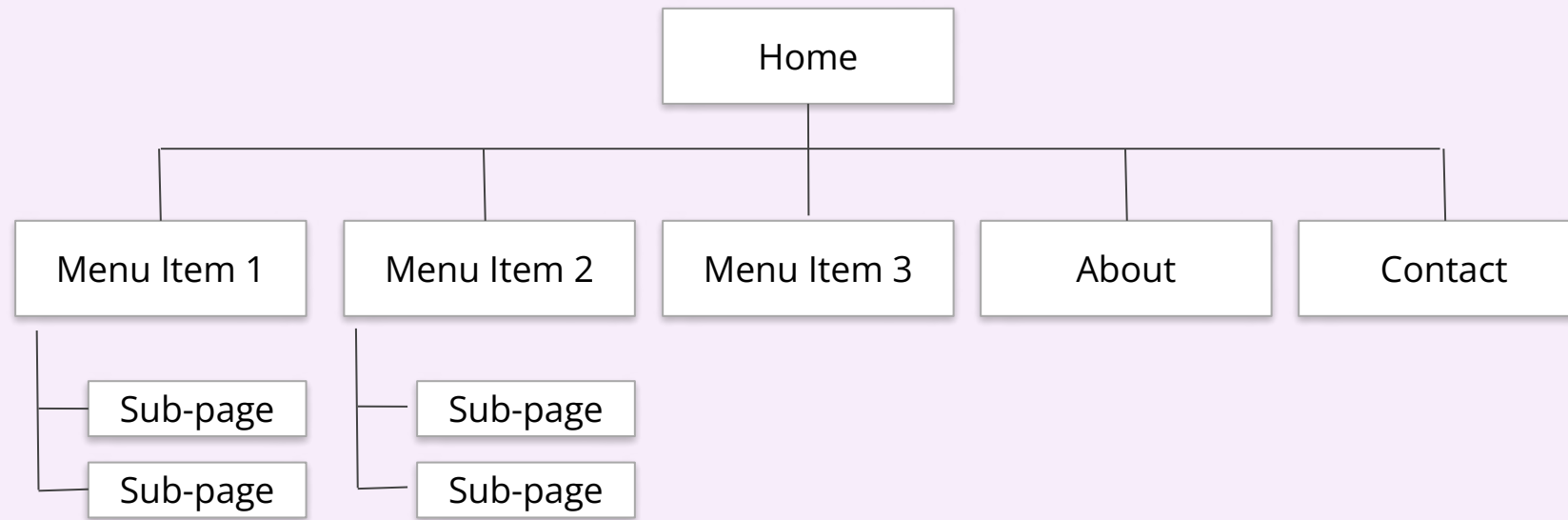
- Logo
- Freebie/download
- Headshots
- Brand photos
- Product photos
- Stock photos
- Videos
- Infographics
- Other

## Step 4: Content

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



# Sitemap



# Key benefit statement

Support text here that backs up the key benefit statement.

Call to Action

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi  
commodo, porta massa sed, tempor leo.*

- Name

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi  
commodo, porta massa sed, tempor leo.*

- Name



## Let Us Keep Your Family Secure and Connected

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

[Contact us >](#)



## Get the maximum tax refund owed to you.

After one meeting you'll know the exact figure, and we'll file it for you.  
[Book your appointment >](#)

### FREEDOM TAX SERVICE

## Don't pay more tax than you have to.

You work hard for your money. We'll make sure you don't pay a single dollar more in tax than is necessary.

As well as filing your return, our team will ensure you understand the best practices around new tax laws so that you will never be out of pocket.

**Plus—file your tax return electronically with us and you'll walk away with \$50 cash in hand!**

[BOOK YOUR APPOINTMENT TODAY >](#)

**GoUnite**  
By now, you know.

Member Login | Get Tickets | f @

**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

JOIN US FOR A **GoUnite**  
**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 quiet town of Old Lacken. However, some of the customers are rivals and don't get along – especially given the recent scandals lurking about in town. This is where your story begins...

**GoUnite**  
**CURLING, COMFORT FOOD & HOT SPICED WINE**

Get out on the frozen tundra. Come learn how to curl, try some comfort food, hot spiced wine, and an all around good time!

**APRIL 10**  
APRIL 11

**Curling, Comfort Food + Hot Spiced Wine**

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

**GoUnite**  
**Downtown Scavenger Hunt**

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!

**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 actively-packed play date where they enjoy fun activities, games, and a kid-friendly dinner.
- 4 We combine din and outdoor adventures with wine & dinner or seasonal activities, possibilities are endless!

JOIN TODAY

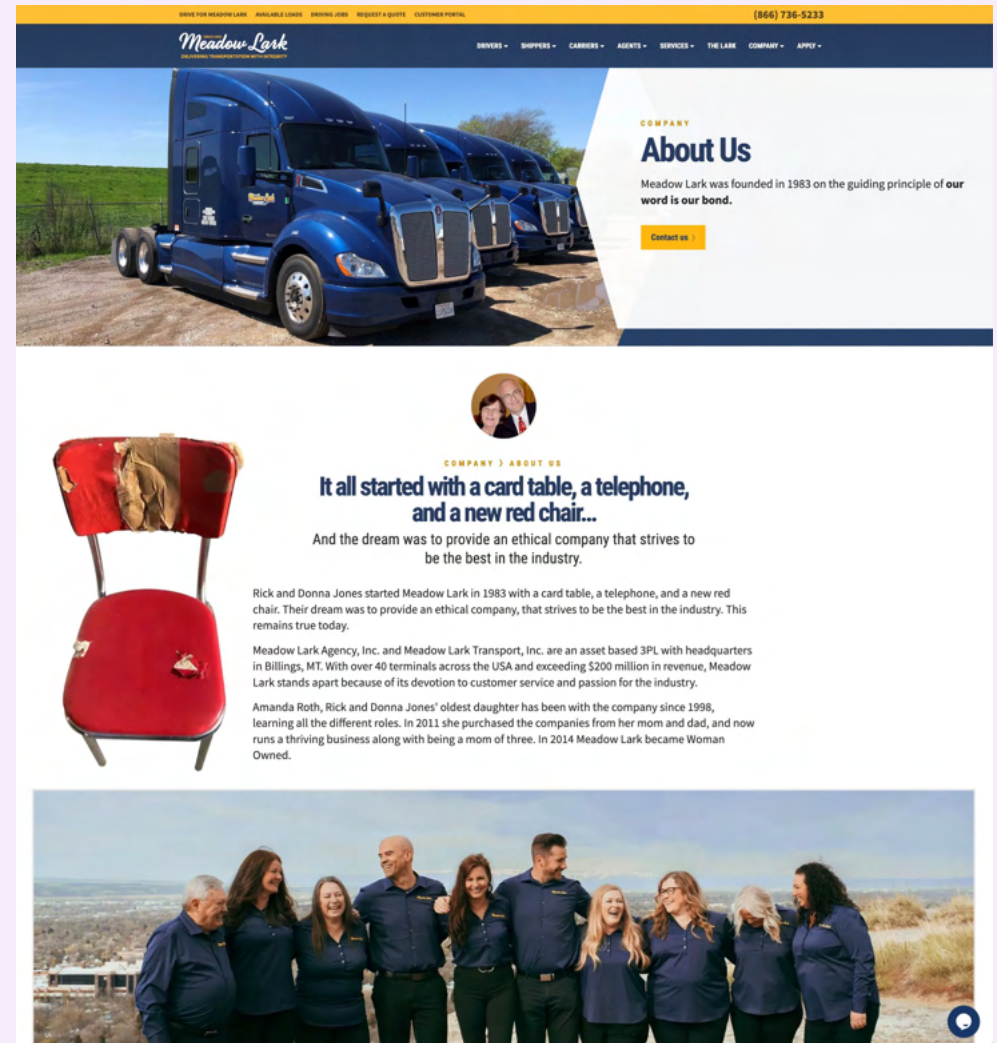
# COMPLETELY PLANNED EVENTS

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!

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

# About page

- Background and history
- Experience and expertise
- Accreditations, qualifications, awards, affiliations, associations, etc.
- Build trust and reputation
- Company, leadership, and team



DRIVE FOR MEADOW LARK AVAILABLE LOANS BROKERAGE REQUEST A QUOTE CUSTOMER PORTAL (866) 736-5233

Meadow Lark  
BILLINGS, MONTANA

DRIVERS SHIPPERS CARRIERS AGENTS SERVICES THE LARK COMPANY APPLY

COMPANY  
**About Us**

Meadow Lark was founded in 1983 on the guiding principle of our word is our bond.

Contact us

COMPANY ) ABOUT US

**It all started with a card table, a telephone, and a new red chair...**

And the dream was to provide an ethical company that strives to be the best in the industry.


Rick and Donna Jones started Meadow Lark in 1983 with a card table, a telephone, and a new red chair. Their dream was to provide an ethical company, that strives to be the best in the industry. This remains true today.

Meadow Lark Agency, Inc. and Meadow Lark Transport, Inc. are an asset based 3PL with headquarters in Billings, MT. With over 40 terminals across the USA and exceeding \$200 million in revenue, Meadow Lark stands apart because of its devotion to customer service and passion for the industry.

Amanda Roth, Rick and Donna Jones' oldest daughter has been with the company since 1998, learning all the different roles. In 2011 she purchased the companies from her mom and dad, and now runs a thriving business along with being a mom of three. In 2014 Meadow Lark became Woman Owned.

# Contact page

- Make it easy for people to contact you
- Contact form
- Email
- Phone
- Other - Chat, FB or Instagram messaging, etc.



## Contact Us

**Phone Number:** 443-579-5143  
**Email Address:** [help@thenaturalhcc.com](mailto:help@thenaturalhcc.com)  
**Business hours:** 9AM - 4PM

## Contact Form

**Name \***

First  Last

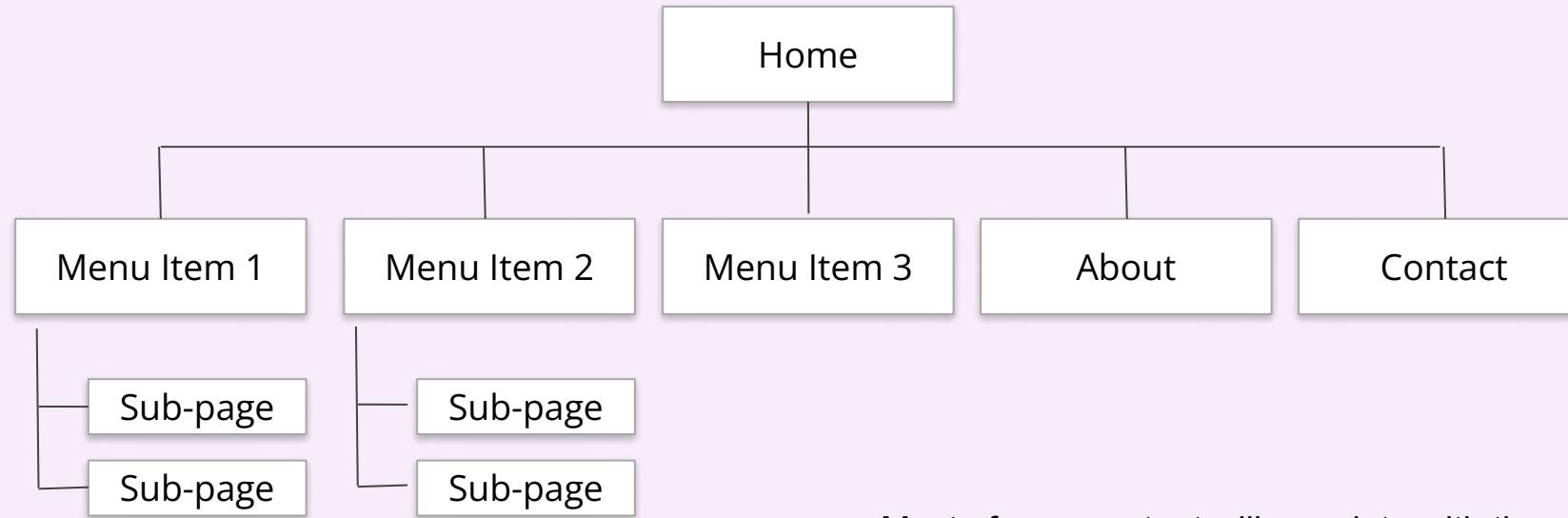
**Email \***  **Phone \***

**Message \***

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[Report Abuse](#) [Terms of Service](#)

# Outline and write content for all your pages



- ➔ Most of your content will correlate with the products and services you've already outlined.
- ➔ What other pages have you identified? FAQs, Pricing, etc.
- ➔ Remember that each page should help your visitor get closer to taking the primary call to action.

# Testimonials

- Build trust
- Reiterate key benefits from your existing customers point of view
- Use on homepage and throughout website

The screenshot shows the Cardsetter website homepage. At the top, there is a navigation bar with links for 'Product', 'Resources', 'How it works', 'Pricing', 'Contact', and a 'Start your website' button. The main heading reads 'We help people build amazing things.' followed by the subtext 'Hear some of our customers' stories about how Cardsetter has helped them.' Below this is a circular collage of customer photos. The testimonial section is titled 'Our customers are talking.' and includes a link to 'See more customer testimonials'. It features six testimonial cards, each with a customer photo, a quote, and their name and company.

Product Resources How it works Pricing Contact Start your website

cardsetter

## We help people build amazing things.

Hear some of our customers' stories about how Cardsetter has helped them.

### Our customers are talking.

Check out what our customers have to say.  
[See more customer testimonials](#)

*"The price is on point, the support is spectacular and the website is beautiful. And for someone that can't work his way around a calculator, I finally have a website that I can edit without the need of a PhD in coding!"*

Jeff Easton | Zoo Wonders

*"I absolutely love my Cardsetter site! They built me an amazing website where now I can edit and add content to it with ease and they have the best support team when I have questions. I highly recommend Cardsetter!"*

Randi Barker | Equine

*"Cardsetter gives us the freedom to do more with our content. We can implement our ideas and monetize our website without relying on a developer."*

Jenny Baringer | Simply Local Magazine

*"I wanted to let you know how pleased I am with the whole process of transferring my site. The whole process was smooth. Cheryl was great to work with. She communicated with me every step of the way. Josh was great! His demo videos were super easy to follow and helpful. I am more than pleased and I will tell others about your service! Thank you."*

Dr. Chris Harris, Ph.D. | Fish and Shellfish Resources

*"It's just so easy! Our website easily adapts to our priorities."*

Kate & Brooke Spika | Hudson Resources

*"I have had nothing but great experiences with Cardsetter! They are simply the Best! They built my website and now I have chosen to "partner" with Cardsetter to build several of my clients' websites as well. I highly recommend them because their sites are simple, effective and user friendly! They are truly thoughtful & efficient!"*

Lef Williams | Lef Consulting

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 free Website Planner**  
[cardsetter.com/score-website-planner](https://cardsetter.com/score-website-planner)

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Co-Founder | Cardsetter

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