



WEBINAR

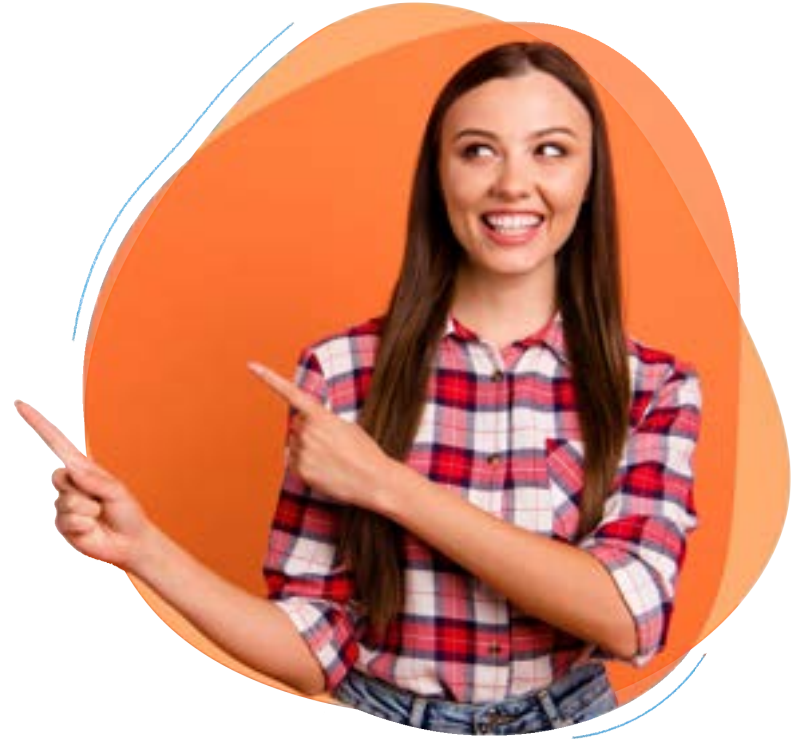
Plan Your Website for Online Success



AGENDA

What we'll be covering today:

- ✓ Why planning is important
- ✓ Minimum Viable Launch
- ✓ Planning framework
- ✓ Additional website considerations
- ✓ How to choose the right platform/provider
- ✓ Q&A



HELLO!

I'm your host...Jessica Baldwin

2016-PRESENT

Co-Founder | Cardsetter

Website builder with design & setup included



2013-2016

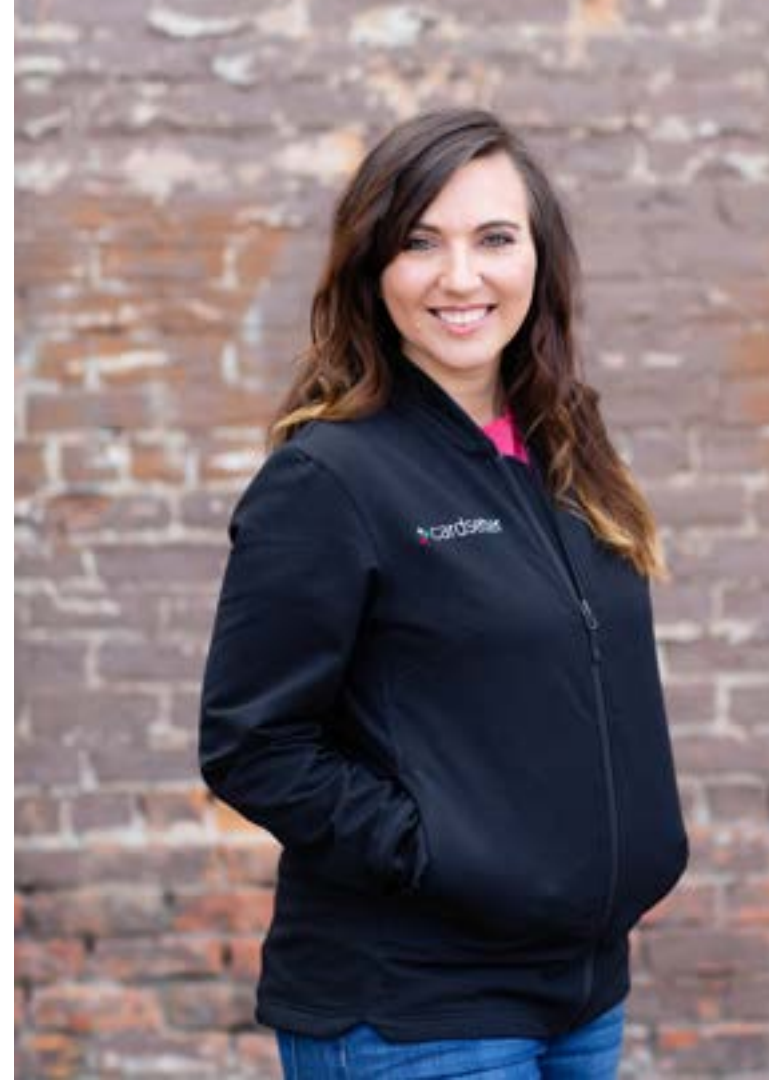
Partner | Webgrain

Custom developed Wordpress websites

2009-Present

Founder | Billings365.com

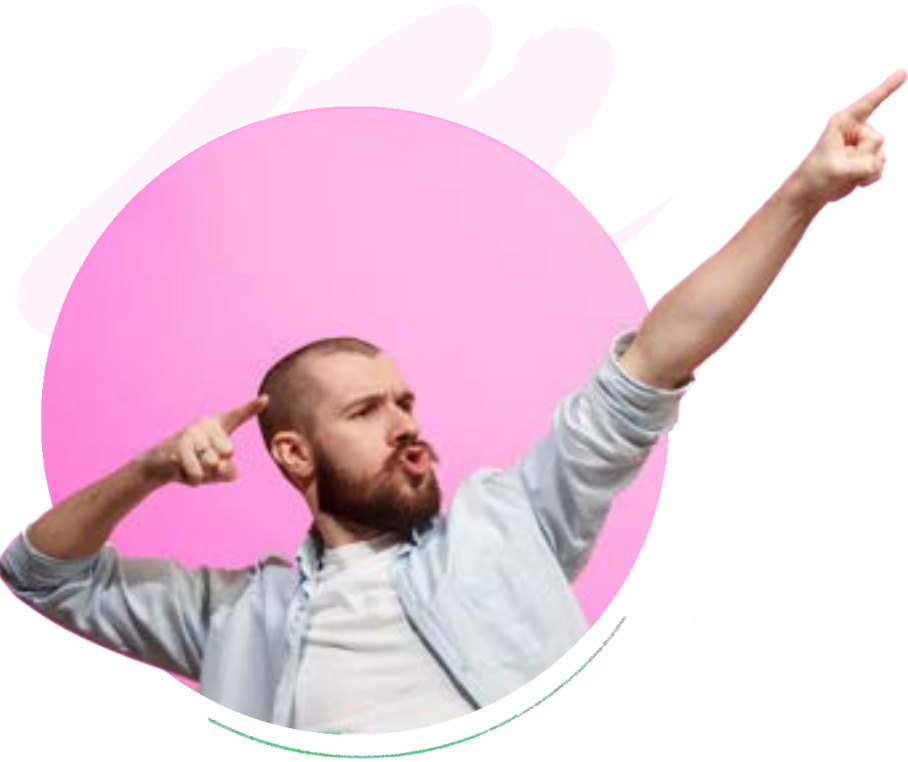
Website for events & things to do in Billings





WHERE TO START?

I know I need a website.



WHY PLANNING IS IMPORTANT

A little planning goes a long way

- ✓ Gain clarity
- ✓ Prioritize what's most important
- ✓ Make better choices for your specific needs
- ✓ Save time and money
- ✓ **Streamline** and **launch faster**

MVL

Minimum Viable Launch

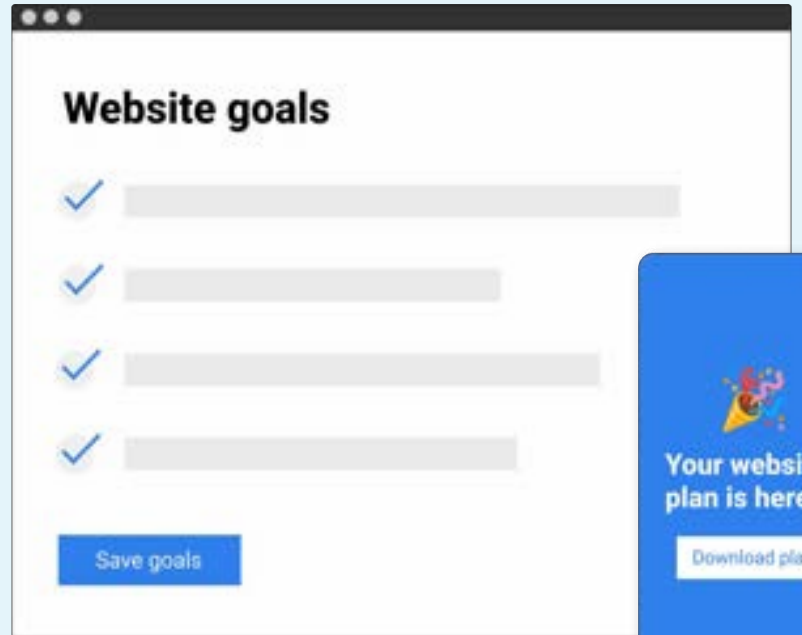
What is the minimum level of functionality + content necessary to get your business online?

- Websites are iterative
- Plan to “add to it”
- Don’t wait for everything to be *perfect*



FREE Website Planner

cardsetter.com/score-website-planner



Define Your Website's Goal(s)



ENGAGE

I'll engage my target audience by...

EDUCATE

I'll educate website visitors about my products and services by...

CONVERT

My customers will convert by...

Make a List of Feature Needs



Blog



E-Commerce



Lead Capture



Members/Gated Content



Forms



Payments



Appointments



Integrations

THE KING

Website Content





IDEAL CUSTOMER

Who is your ideal customer?

What are their needs?

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

KEY BENEFIT STATEMENT

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



TELL ME WHAT TO

Call to Action



A person wearing a yellow sweater is sitting at a wooden desk, working on a tablet. The desk is cluttered with various items: a white keyboard, a white mouse, a white mug, a stack of books with colorful sticky tabs, several pink and yellow sticky notes, and a smartphone. In the background, a large window with a grid pattern is visible, letting in natural light. The overall scene is a professional workspace.

FRAMEWORK

The Home Page

There are no rules. Only frameworks and suggestions. Your strategy is specific to your business.

Key Benefit Statement

Support text here that backs up my 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



Product Name
Lorem ipsum...



Product Name
Lorem ipsum...



Product Name
Lorem ipsum...

Live your best “work from home” life.

A clothing line with ultimate comfort. Zoom meeting ready.

[Shop Now](#)

★★★★★ *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



Article Title
Lorem ipsum...



Article Title
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Article Title
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Live your best “work from home” life.

Join 500+ other professionals optimizing the intersection of work + home life.


Subscribe

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

- Name

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- Name



Keeping Your Family Secure and Connected

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

Contact us

“Excellent knowledge and service! Tony and the Britt Smart Security team were professional during the initial consultation, installation, and follow up. Throughout the experience, it was evident that genuine caring and safety are their top concerns and treating people the way they want to be treated is their priority. Highly recommended for both businesses or residential.”

- Dr. Joseph G.L.





1216 16th Street W, Suite 37, Billings, MT 59102 (406) 534-8888



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Enjoy Artisanal Oils on Tap

Foodies know the importance of keeping a variety of oils in their cupboards.

[Shop our oils and gourmet foods](#)

WHAT MAKES THE SPIKED OLIVE A FOODIE'S FRIEND?

Take your taste buds for a ride.

Foodies know the importance of keeping a variety of oils in their cupboards. An excellent meal requires just the right blend of seasonings to tempt the senses. But what if you like to try before you buy?

To make sure you're getting exactly what you want, we have all 17 of our signature olive oils on tap. If you appreciate a well-flavored meal, come sample our wares today. Speak with us at (406) 534-8888!

[Shop online](#)

[Shop our taproom](#)

WE'VE GOT YOU, BABY.

Because they grow up so fast.

Remember those days when your baby was wearing the same outfit every day? Well, now you can keep your baby's wardrobe fresh and fun with SPINNY. We've got you, baby.

Just \$45/month. All year round.

- Basics
- Special occasion items
- Outerwear
- Accessories



How it Works

- 1 Sign up for a monthly membership, and then get to shopping! All you have to do is add items to your cart, decide if you are renting or purchasing the items, and check out! If you need help and can't decide on which items you want, give us a call or FaceTime!
- 2 We will package up your items from your cart and deliver it to your door! Once you have them you can keep and enjoy them till you are ready to swap them out! When you are all done with your items notify us that you are ready to swap, and we will pick them up!
- 3 Once we have picked up your items and see that it is all there, we will notify you that it is time to start shopping!

Enter your email to be notified.

We'll let you know as soon as we're ready for you.



FAQs

How do I know what size to rent?

We have a size chart on our website that will help you determine the right size for your child. If you are unsure, please contact our customer support team for assistance.

What is the shipping process?

Items are shipped to your door in a secure, padded box. We will notify you when your items are on their way and provide you with tracking information. Once you receive your items, please inspect them and let us know if there are any issues.

What happens if I don't want an item?

If you do not want an item, please return it to us in its original condition. We will provide you with a prepaid shipping label to make the return process as easy as possible.

Because they grow up so fast.

Your child is growing like a weed, and sprouting out of the clothes they were just in last week! Why spend hundreds of dollars on clothes that they get to wear maybe twice, when you can rent everything you need? We are reinventing the way children's clothes are used in everyday life.

Just \$45/mo to outfit your child all year round!

- Basics
- Special occasion items
- Outerwear
- Accessories

How it Works

- 1 Sign up for a monthly membership, and then get to shopping! All you have to do is add items to your cart, decide if you are renting or purchasing the items, and check out! If you need help and can't decide on which items you want, give us a call or FaceTime!
- 2 We will package up your items from your cart and deliver it to your door! Once you have them you can keep and enjoy them till you are ready to swap them out! When you are all done with your items notify us that you are ready to swap, and we will pick them up!
- 3 Once we have picked up your items and see that it is all there, we will notify you that it is time to start shopping!

Enter your email to be notified.

We'll let you know as soon as we're ready for you.

Name *

Email Address *

Child's Age * **Child's Gender ***



Moving Montessori Into the Future

Leaders in online teacher certification and resources for schools and parents.

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"Age of Montessori... everybody was just marvelous and warm and inviting and this virtual learning experience has surprisingly offered so much connection with so many people I would not have met otherwise. I'm just so grateful for..."

- Spencer M. Watch the video



" Huge benefit is that it was an online program and I have later come online courses through my college career... it's a beautiful platform that they was very very easy to maneuver within and the content they provide is phenomenal."

- Jacki Lynn Watch the video



"... So, my goal is to get everybody Age of Montessori certified and hopefully someday there will be an online Teacher point because I do have that part of my school."

- Allison K. Watch the video

STARTING HERE TO THE TRANSITION

Authentic Montessori Teacher Training

Age of Montessori is committed to delivering the original and unfiltered message and methods of Maria Montessori. We prepare modern Montessori teachers to meet the challenges of the classroom with the grace of a Montessori Professional. As an independent Montessori teacher training organization, we deliver MACTE-Accredited Certification Programs, Professional Development Courses, Webinars and Classroom Products that equip Montessori teachers to best serve the child.





Montessori Elementary I & II Certification Program

Apply Now

Why Montessori?

Montessori is a child-centered, learner-driven, holistic, and social pedagogy that fosters a child's natural curiosity, independence, and love of learning. It is a research-based approach that has been shown to improve academic achievement, social skills, and emotional well-being. Montessori is a proven and effective way to educate children, and it is the only approach that has been shown to improve academic achievement, social skills, and emotional well-being.

Why MACTE?

MACTE is the international standard setting and accrediting body for Montessori teacher education. MACTE was granted initial recognition by the U.S. Department of Education in 1995. MACTE is the only organization that has been granted this recognition.

How to Apply

Step 1: Pre-requisite: Bachelor's Degree AND Age of Montessori 60-hr Foundations Course OR MACTE-accredited Montessori Early Childhood Certification

Step 2: Online course: Study at your convenience. Enjoy rich material, supportive faculty and interacting with student from around the world completing their coursework with you.

Step 3: In-person residency: During the 2 1/2 week residency your classroom skills will be perfected, learn new songs, meet other Montessori teachers and enjoy practicing Montessori in beautiful Bozeman, MT.

Step 4: Student Teaching: Spend a full year in a Montessori Elementary classroom. Gain experience in a 6-8th equipped classroom. Supportive Age of

- MACTE Accredited**
- MACTE Accredited
 - MACTE Accredited
 - MACTE Accredited
 - MACTE Accredited

Program Objectives

1. Demonstrate understanding of Montessori theory and practice.

2. Demonstrate understanding of Montessori materials and their use.

3. Demonstrate understanding of Montessori classroom management and discipline.

4. Demonstrate understanding of Montessori assessment and evaluation.



"... just so much, just so much - you know it's just so much. It's really good, I think this is really huge. There are so many of us because of logistics or finances wouldn't have been able to do this. It's SO important that we have this opportunity for our communities, there's a place for our children to go beyond kindergarten. We just need to grow Montessori, our world desperately needs it."

- Alicia - [Watch the video](#)



"... I live far away in Hawaii. But after completing both the Lower and the Upper Elementary online residencies over the past two months I now feel I am part of the Age of Montessori family or team. And that is exactly what the Age of Montessori online program and residency is - a very close family experience..."

- Tara - [Watch the video](#)



"I would like to say that my peers in the program have been incredible. Sometimes when you do a program like this it can feel like everyone is not equally invested in the work. It has not been the case in this program. I feel like I've made a whole new crew of friends and colleagues and that has been really rewarding."

- Amy - Elementary I - [Watch the video](#)

How It Works

STEP 1

Pre-requisite: Bachelor's Degree
AND
Age of Montessori 60-hr Foundations Course
OR
MACTE-accredited Montessori Early Childhood Certification

STEP 2

Online course: Study at your convenience. Enjoy rich material, supportive faculty and interacting with student from around the world completing their coursework with you.

STEP 3

In-person residency: During the 2 1/2 week residency your classroom skills will be perfected, learn new songs, meet other Montessori teachers and enjoy practicing Montessori in beautiful Bozeman, MT.

STEP 4

Student Teaching: Spend a full year in a Montessori Elementary classroom. Gain experience in a 6-8th equipped classroom. Supportive Age of

Frequently Asked Questions

Q: Do I have to check in at specific times?


Q: Is this course MACTE-accredited?

Q: As a head of school I have multiple students to enroll. Are there any discounts or customized dates we can take advantage of?

Q: Will Montessori schools recognize this diploma?

A: Yes, MACTE is the international standard setting and accrediting body for Montessori teacher education. MACTE was granted initial recognition by the U.S. Department of Education in 1995.

Q: What are your payment plan options?



Age of Montessori holds accredited status for its Elementary I & II teacher education/certification course from the Montessori Accreditation Council for Teacher Education (MACTE) through the year 2023.

CONTENT

Content Marketing

How much content does my website need?

How often do I need to add content?



CONTENT

Content Marketing

- ✓ Helps with Search Engine Optimization
- ✓ Gives visitors a reason to visit, spend time, return
- ✓ Content to share on social
- ✓ Long-term benefits



Start with a small collection of 3-5 articles

The screenshot shows a website header with the logo "Life on the Go" in a script font. Navigation links include "Features", "Adventure", "Tips", "About", "Contact", and "Advertise". The main hero section features a large image of a person in a white hard hat and a dark jacket sitting on a rocky outcrop, looking out over a vast, orange-hued landscape. To the right of this image is a black box with the text "ADVENTURE PHOTOGRAPHY" in large, white, bold, sans-serif letters, and "A QUICK GUIDE" in smaller white text below it.

Adventure Photography Series

Learn Our Best Tips and Tricks

Learn about the best of gear, composition, editing, and the essential techniques of taking the best photos. Learn about the best of gear, composition, editing, and the essential techniques of taking the best photos. Learn about the best of gear, composition, editing, and the essential techniques of taking the best photos.

Professional Tips for Beginners

From professional travel photos, tips for...

Play with an Instant Camera

Change things up and have some fun with an instant camera.

When the Phone Must Do

How to get a great shot when you don't have your camera.

Capturing the Essence of Your Destination

In this tutorial you'll learn how to get beyond ordinary with your adventure photography.



The Essential Guide to Planning Your Wedding

Planning your wedding shouldn't be a headache! We want you to enjoy your special day making memories with family and friends. We've compiled the essential guide to planning your wedding to help make this a time of joy!



Countdown to The Big Day!

Download Our Printable Checklist and stay on track!



Questions for Vendors

Download our vendor notebook so you can easily compare each spot on your list!



Enjoy YOUR Day!

Here's what to DIY and What to Leave to Your Wedding Planner



Finding the Right Dress



MORE TIPS

Additional Considerations



MOBILE

Over 55% of world-wide website traffic is mobile.

It's higher for many businesses (especially B2C)

Mobile user experience must be a priority.



MOBILE

Mobile considerations:

- ✓ Simple menus and navigation
- ✓ Scrolling > clicking
- ✓ Simple design
- ✓ Make important info easy to find
- ✓ Encourage more content discovery (increase time on site)
- ✓ Choose a platform with mobile editing/previewing

MEASURE

Track Your Data with Google Analytics

- ✓ Number of visitors
- ✓ Where visitors came from
- ✓ Time on site
- ✓ Which pages get the most/least traffic
- ✓ Customer journey
- ✓ Campaigns
- ✓ Conversions

Traffic Source Overview

Map Overlay



Content Overview





MARKETING

~~Build it and they will come.~~

- ✓ Drive traffic with online/offline marketing channels
- ✓ Optimize for multiple visits
- ✓ Add content
- ✓ Test copy and positioning with landing pages
- ✓ Study your analytics
- ✓ Make changes based on data (not your gut :)

PLATFORMS AND PROVIDERS

Considerations

- 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?

Do It Yourself



Hybrid



Done for You Agency/Freelancer



QUESTIONS?

Jessica Baldwin

Co-Founder | Cardsetter

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[@Jessica_B365](https://twitter.com/Jessica_B365)

Website Planner Workbook

cardsetter.com/score-website-planner

