

Hosted by  SCORE

# Website Planning 101

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The first step to website success!

# About SCORE

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As a resource partner of the SBA, we help small businesses by:



Providing free  
business advice  
and mentoring



Offering low or  
no-cost business  
training



Sharing free business  
templates and  
resources

Request a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)

# 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...Joshua Toenyas

**2016-PRESENT**

## **Co-Founder | Cardsetter**

Website builder with design & setup included

**2011-2016**

## **Independent Software Consultant**

Custom developed applications and Wordpress websites

**2003-2011**

## **Electronics Technician | US Navy**

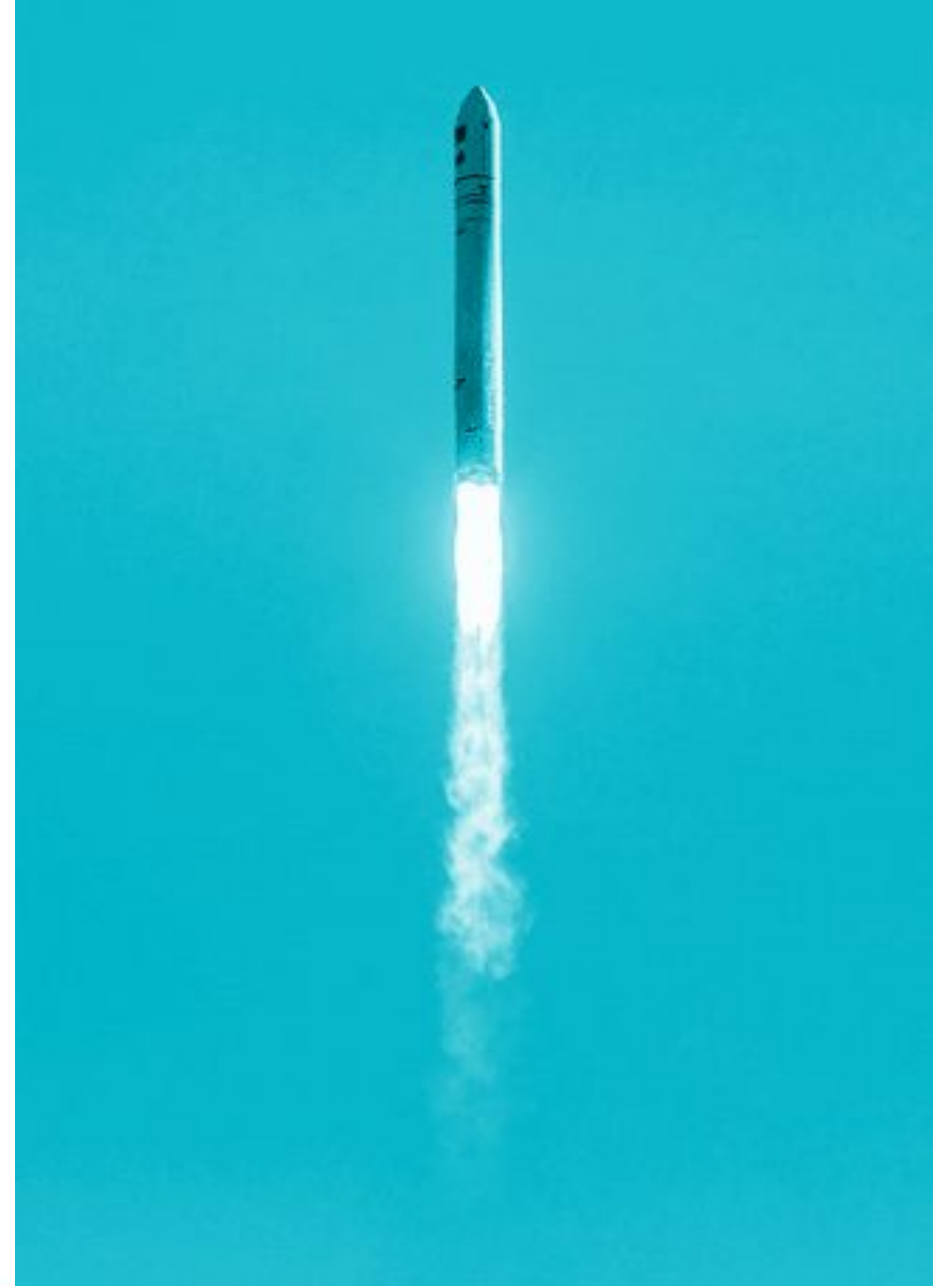
Lots and lots of technical stuff :)



# A little planning goes a loooong way.

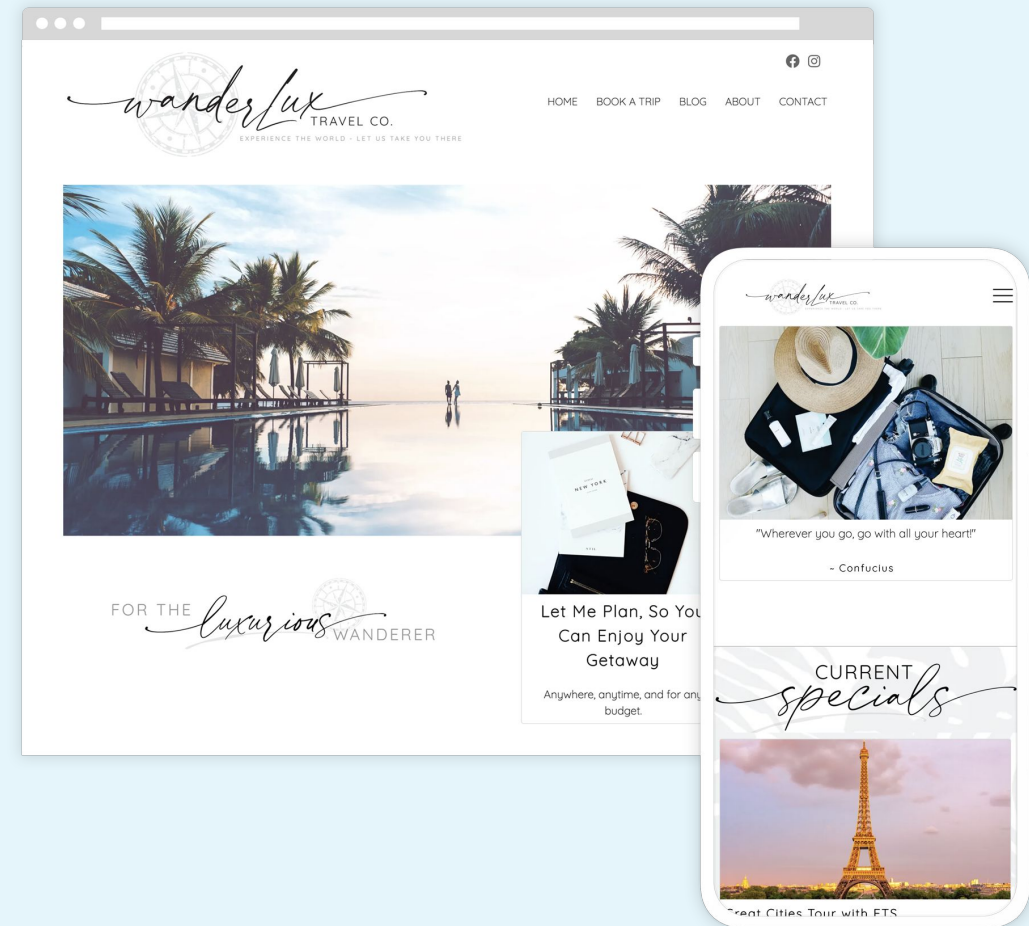
*Whether you're building it yourself, or working with a pro...*

- 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

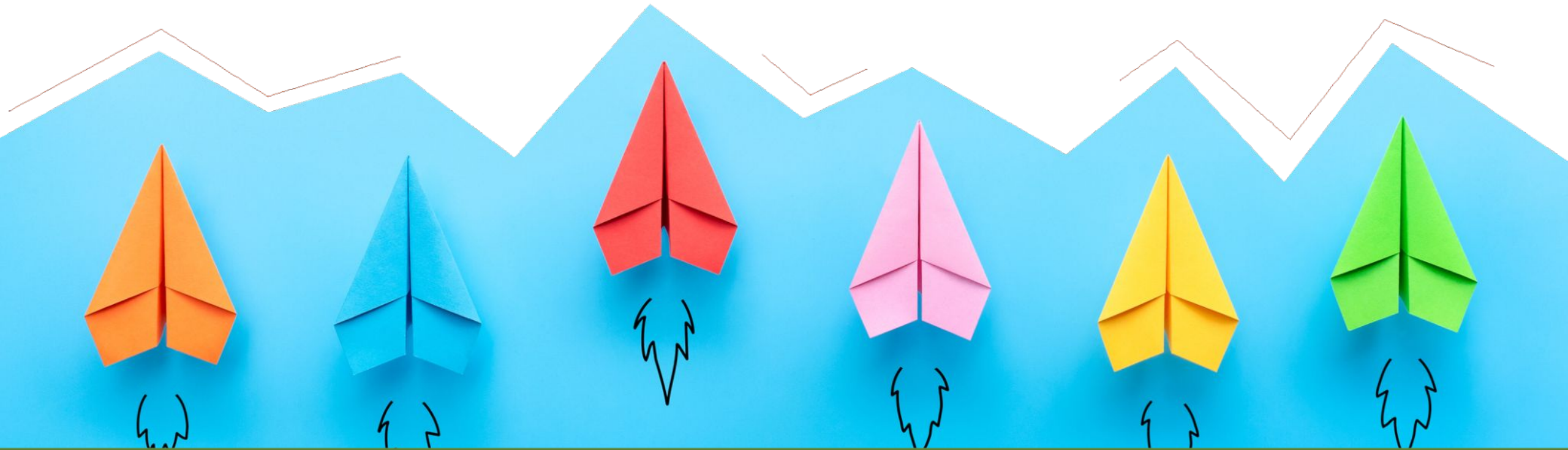
Contracting a designer and/or developer before planning



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*

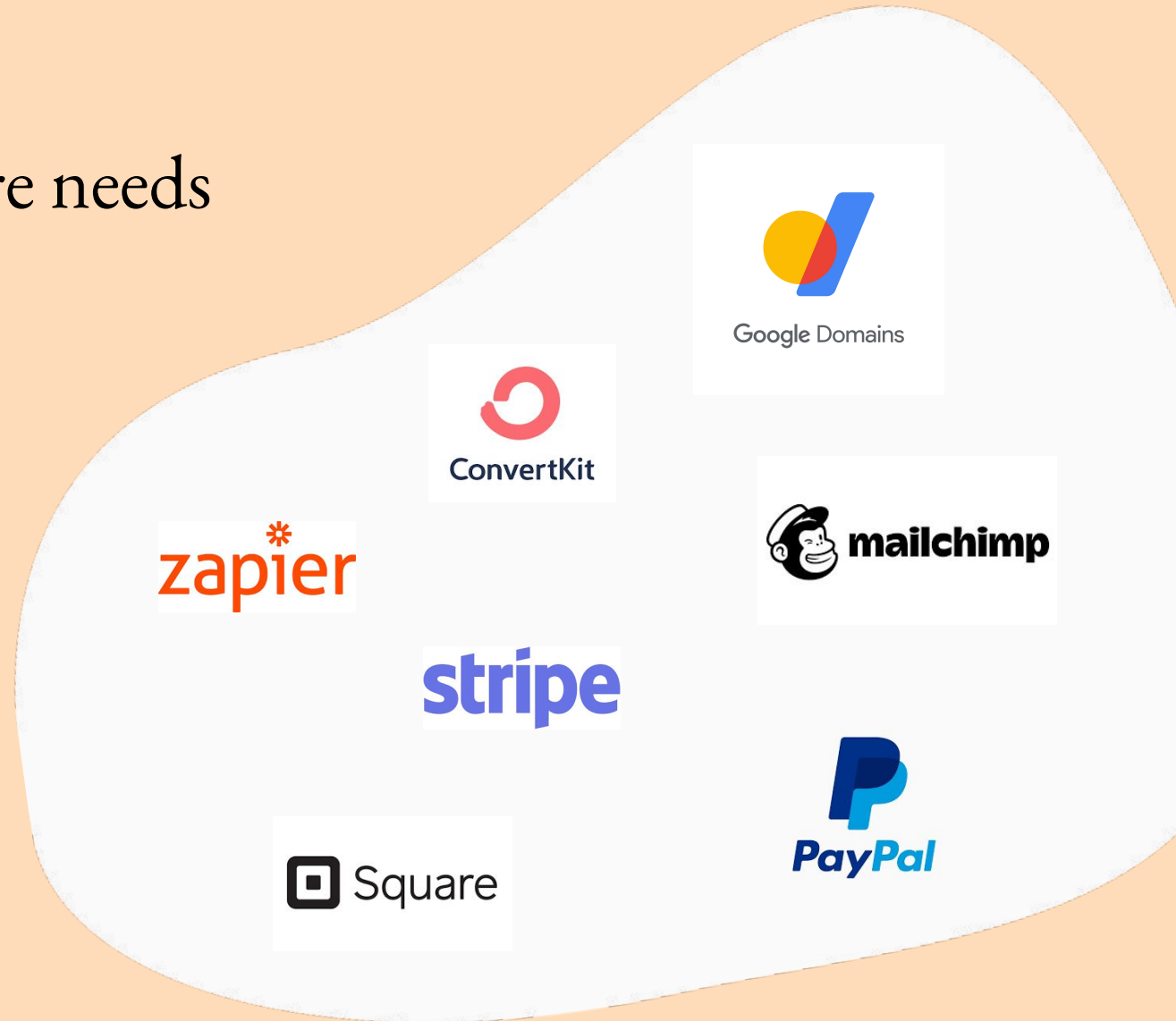


Let's Start Planning!  
[cardsetter.com/score-website-planner](https://cardsetter.com/score-website-planner)



# 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**

## 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

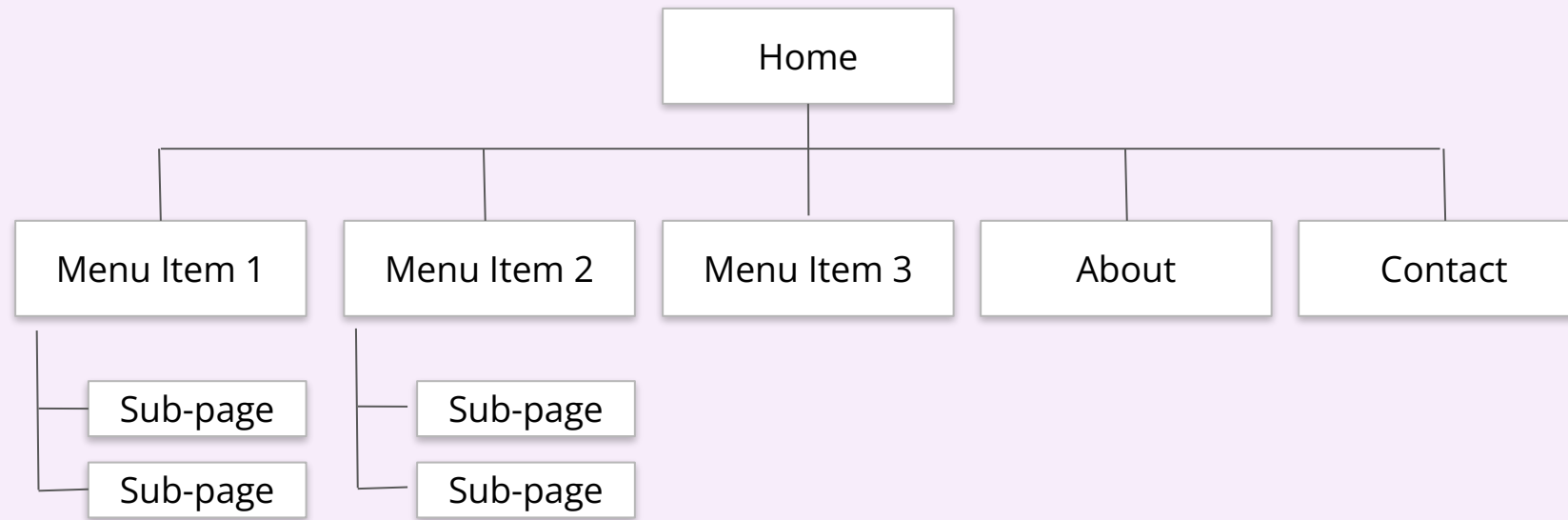
- Logo
- Freebie/download
- Headshots
- Brand photos
- Product photos
- Stock photos
- Videos
- Infographics
- Other

## 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.

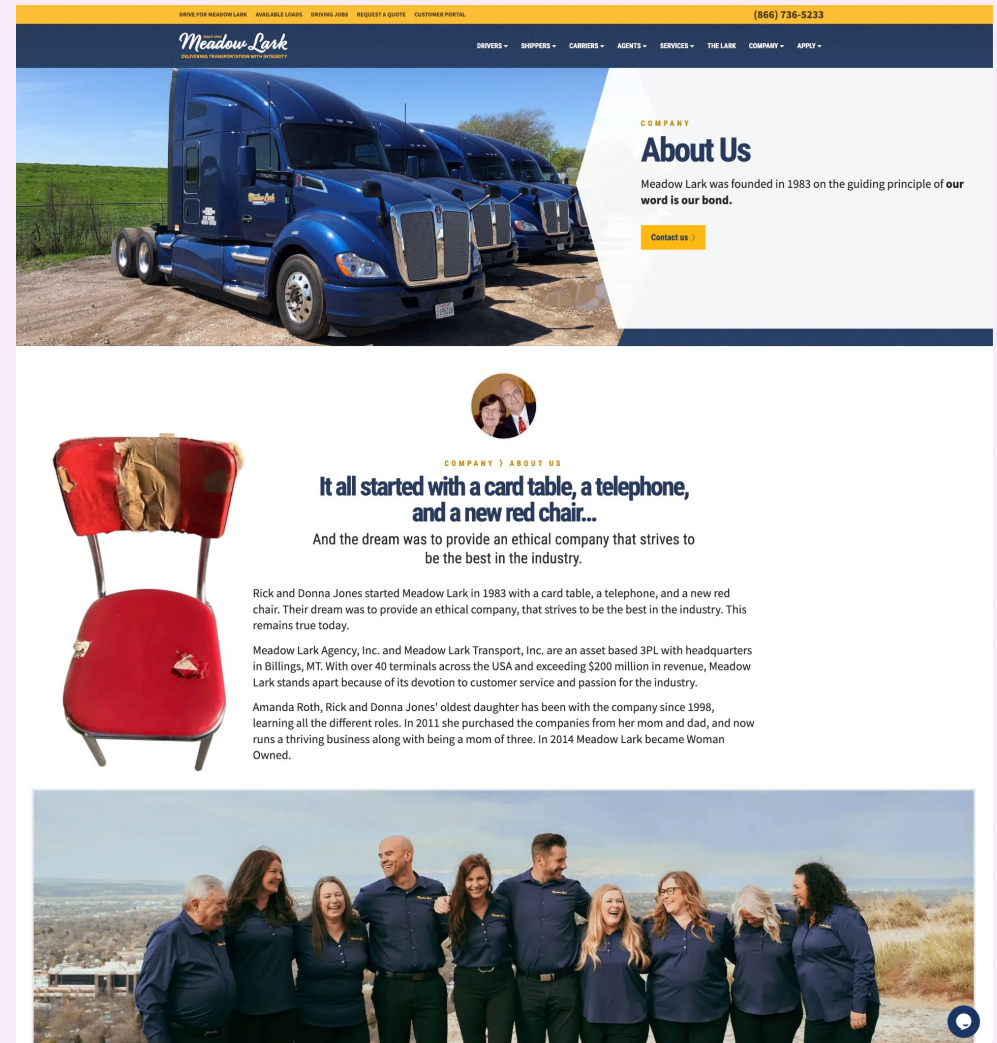
As well as filing your return, our team will ensure you understand the best practices around new tax laws so that you will never be out of pocket.

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

[BOOK YOUR APPOINTMENT TODAY >](#)

# 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 LOADS DRIVING JOBS REQUEST A QUOTE CUSTOMER PORTAL (866) 736-5233

Meadow Lark  
RELIABLE. TRANSPARENT. WITH INTEGRITY.

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.

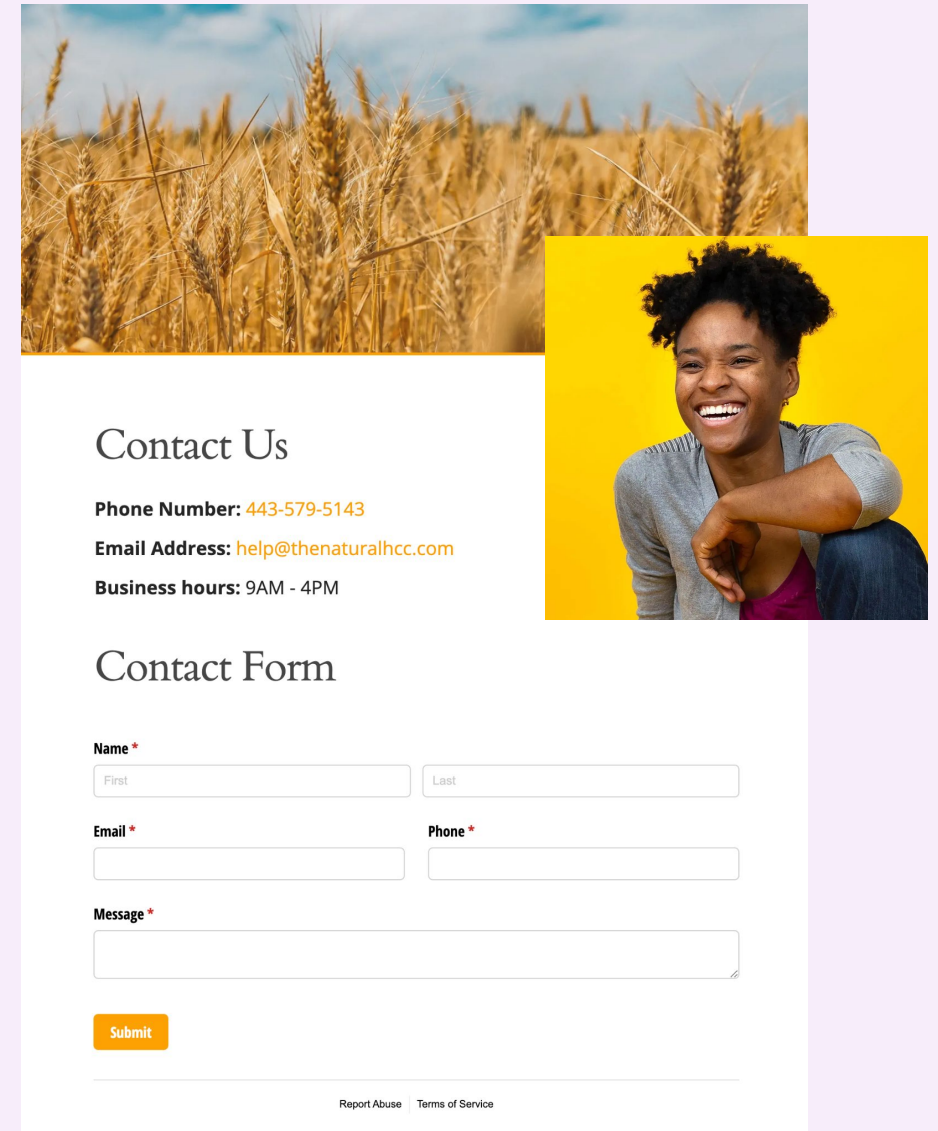
Rick and Donna Jones started Meadow Lark in 1983 with a card table, a telephone, and a new red chair. Their dream was to provide an ethical company, that strives to be the best in the industry. This remains true today.

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 \***

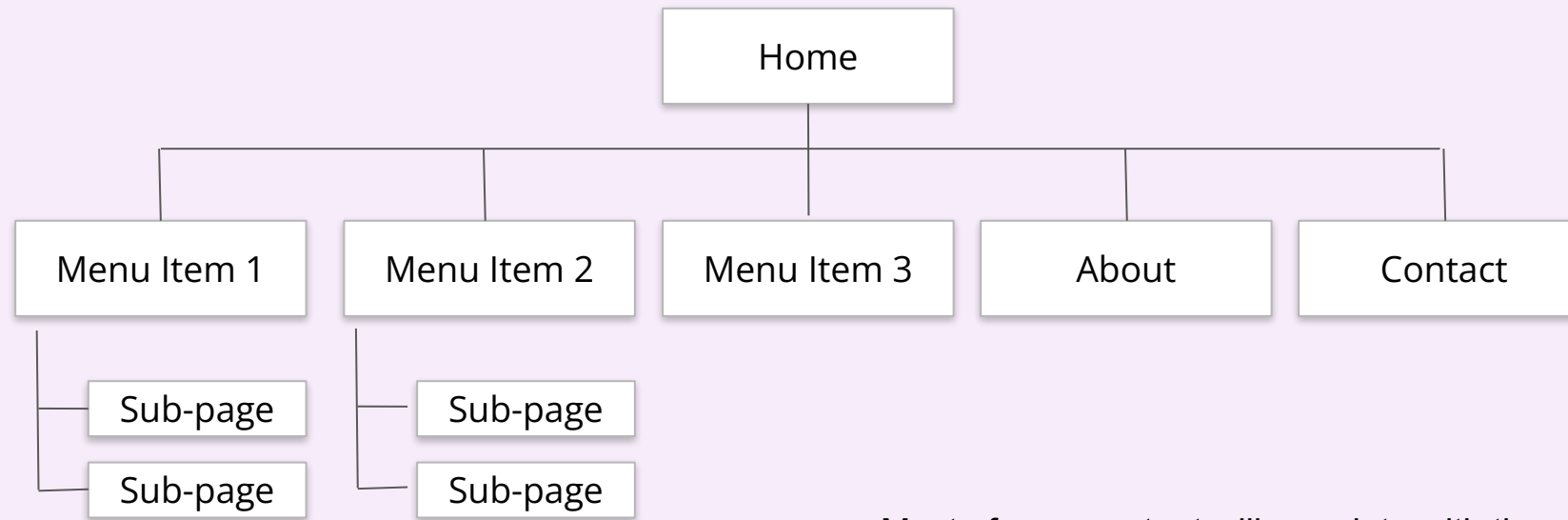
**Phone \***

**Message \***

**Submit**

[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 headline reads 'We help people build amazing things.' followed by a sub-headline '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 individual testimonials, 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 Ewert | Zoo Montana

*"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 Barber | Cozyville

*"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 Barriger | 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 Marie, Ph.D. | Hills and Oaks Recovery

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

Katie & Beckhi Spika | Hidden Woodlands

*"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 incredible & effortless!"*

Lef Withaven | LW 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



# Helpful Links

- Find SCORE resources for small businesses at [www.score.org/templates-resources](http://www.score.org/templates-resources)
- Find more SCORE live and recorded workshops and courses at [www.score.org/get-business-training](http://www.score.org/get-business-training)
- Book an appointment with a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)
- Free Website Planner [cardsetter.com/score-website-planner](http://cardsetter.com/score-website-planner)
- Questions? Ask [hello@cardsetter.com](mailto:hello@cardsetter.com)



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PARTICIPATION**



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