

# itsmeVicki

## WEBSITE PLANNER

I like to think of creating your on-line space like building a home. Before you go picking out color swatches and stocking up on throw pillows, you need the plans to be approved before you start to build.

Whether you have just a thought or a lot of your content already written; this little workbook will assist you in planning what information to use, and where it might go.

When working with me (over at [itsmevicki.com](http://itsmevicki.com)), we can simplify and clarify even more and put this content into action.

This brainstorm activity will get you on the right track of uncovering the content that will entice your visitors to follow through to your call to action.

Once you have the foundation, we can look it over and get your plans approved.

Your on the road to success!

You've totally got this!

*express your greatness!*

*~Vicki*



## PAGES

As a service based business, there are core pages that you will need on your site. Along with these are there any additional ones that you will need? Right them down here as well as a short description of what you will have on each of these pages. This will help you stay organized, and you can use to get you going on what you need to write for each of them.

### YOUR PAGE

### DESCRIPTION

Home

About

Work With Me

Service Page 1

Service Page 2

Service Page 3

Contact

Thank You Contact Page,

Proof Page (Press, Portfolio, Testimonial),

Blog

Privacy

Terms & Conditions

404 Page

Site Credits



## SITE ORGANIZATION

Now organize your pages a little more. Which of the items listed above need a page to Themselves? Can any of them be grouped together? What are your main pages? Fill in your main navigation bar and list the pages that would drop-down or connect with it. Example: SERVICES would be your main navigation then list service 1, 2 and 3.

▽	▽	▽	▽	▽

## FORMS

What forms will you need?

(Contact form, Application or Registration, Survey or other feedback form Booking or scheduling form etc.) List out what forms you will need for each page. You won't need one for every page.

PAGE	FORM DESCRIPTION



## FOOTER & SOCIAL NETWORKS

List what you will need in your footer and your social links

---

---

---

## YOUR BLOG

Will you have a Blog? Think about all the things that you might need to support it. (Example: Social sharing, blog bio, side bar or no sidebar)

---

---

---

## EMAIL MARKETING

Do you have a newsletter list? If so where do you want people to sign up? And remember your thank you pages after they sign up to your list!

---

---

---



## EMAIL MARKETING

Do you have a newsletter list? If so, what pages do you want people to be able to sign up? And remember your thank you pages after they sign up to your list!


## CALL TO ACTION

What action do you want your visitors to take? Try to keep these to a minimum. CTA's are focal points. You don't want so many that it confuses your visitor. For each of your pages list out what action you want them to take.

PAGE	CALL TO ACTION



## PHOTOS & MEDIA

Photographs and other media can make or break your site. Just like a professional designer, it is important to hire a photographer for your photos or purchase high-quality images either on-line.

Here are some examples of what else you might include on your site:

- your professional photos
- stock photos can be purchased on-line
- video and sound can be sourced locally as well

PAGE	SPECIAL MEDIA



# Brainstorm!

NOTES • LISTS • DOODLES

Use this page to do a mind dump, take notes as you look at competitors sites. What do you love, what makes you scrunch your nose? Write it all down, and we'll chat about it!

You can make a Pinterest board of moods, feelings, color inspirations too.  
It all helps me get to know you better!

