



# THE ULTIMATE GUIDE TO WEBSITE SUCCESS

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An in depth checklist to take  
you from website dreaming  
to launching!

Hi!

I am so excited for you to dive into this in depth checklist that will help you find clarity in the process of creating a website that serves it's purpose!

But I totally get it, tech and design might not be your forte. Or maybe you already have a year old do it yourself website, but both the aesthetics and conversions are not where they should be. After all, how are you supposed to possibly build credibility and show your audience what you can do for them? What's the point of having a website if it doesn't reflect the quality of your work and lead your audience to the pages they need to see?

Not allowing your audience to learn and benefit from what you have to offer is doing them a disservice! So I developed this checklist to help you take the right steps to building a beautiful site that converts. Your website doesn't have to be a source of anxiety so as promised, here are the steps to take to ensure that your website both reflects your style and is optimized for success.

## *Define who you are and whom you serve*

In one to two sentences describe who you are, what you do, and whom you do it for.

Determine your Ideal Client Avatar (ICA)



- This step is crucial in terms of making sure you develop targeted website copy. It's not enough to know simple demographics such as age and gender. Learning about how they think and what they do will give you better insight into who your target audience actually is. Knowing who they are will help you develop better copy that connects with them at more than a surface level. Ask yourself some of the following questions about your dream client:

\*Age, Income, Gender, Marital status, City or suburbs?, What is their living situation?, Educational background, What Industry are they in?, Values, Beliefs, Lifestyle, Hobbies, Interests, Where do they live?, Where do they shop?, Why do they shop there? , How do they get their information?, What keeps them awake at night? , What are they afraid of?, What are their top three daily frustrations? What trends are occurring and will occur in their business or lives?, What do they desire most?

## Determine your style



### Brand Attributes Exercise:

- Pick five adjectives that describe each of the following (five per category) (1) Your business (2) Your customer, (3) Your Voice as it relates to your business (brand personality), (4) Benefit of working with you/your products (how your brand makes people feel), (5) Value you bring
- To create some urgency first set a ten-minute timer and write out all the possible adjectives that seem appropriate. This is a brainstorming session so don't over think it!
- After that first step, revisit the list and narrow each category to five adjectives that fit the way you want your brand to be perceived



- This exercise is intended to help you get clear and communicate the core attributes of your brand

Overall brand look + feel: (what overall style are you envisioning?)  
Color story: (what colors are you drawn to? or not drawn to?)

Website Inspiration: What websites do you find yourself drawn to? Why do you like them? What elements of those websites would you incorporate into your own?

Create a secret Pinterest board with images that reflect the style and feel you are going for

- You can add as many images as you want but make sure they are on brand. You will be using this Pinterest board to create your mood board and will need to narrow it down to only a few images
- How to: Go to your profile page then scroll down to the bottom and click the red plus sign on “Create a Secret Board.”

Start determining your color palette (5 color max).

- A great tool for this is Coolors

Create your mood board using images from your Pinterest board

- You may be asking yourself what a mood board even is. Well, simply put, a mood board is a collection of images that help a business better understand and communicate their brand identity visually.



# Get your visual elements in check

Create Logo

- Use your moodboard as inspiration for creating your logo

Create your Favicon

Pick your fonts

- Make sure you pick no more than three. One font will be for your headings, one for your body, and the third may be use sparingly thought your site (ex. Banners)

Download for free and/or buy stock images for your site

- Unsplash is a great website to download free high quality royalty free images
- If you need styled stock photos just Google “free styled stock photos” and you will see dozens of websites pop up. Most of them require some type of purchase or membership but almost all offer 10-20 free photos if you subscribe to their email list

If you plan to have a photo shoot make sure you coordinate with a local photographer and have those images ready to go

- It's usually a good idea to have a headshot on your website so your clients can put a face to your business
- If you are a location based business and would like to include images of your location then this would be a good time to do so



# Templates



## Pick your template

- The first step to getting started with your new website is to pick a template. Squarespace has 100 active templates so this task might be overwhelming but shouldn't be overlooked.
- You can always change your template down the road but some aspects of your site such as style, layout, navigation, and special features may be affected.
- It's always better to nail down your template on the first try. When previewing **templates** don't base your decision on which template matches your industry. For ex: if you run a yoga coaching practice don't pick your template simply because it showcases a yoga studio. I can see why this might sound counterintuitive but stick with me here. It is always best to choose your template based on functionality not the design on the demo template.
- Some of the aspects to take into are overall template flexibility, mobile customization, fixed navigation, secondary navigation options, footer, if social buttons are allowed on your navigation, side bar, index pages, and parallax scrolling

# Squarespace set up



## Buy your domain name on Squarespace or begin your domain name transfer

- The annual plan comes with a free domain!
- Decide which **plan** you will sign up for. The annual option is \$18 per/month or the month-to-month plan is \$26 a month
- (Optional) Set up "under construction" page



# Design with purpose and functionality

What are your site goals? What do conversions look like to you? Is it when they subscribe to your email list, book a consultation, buy one of your packages?

Lay out your website roadmap

- How will your visitor get from the page they landed on to the place you want them to go?
- You can make this process really simple by determining what will go on your navigation bar first (ex. About, Services, Portfolio, Blog). Then what will go in each of those pages (ex. Packages, timeline, process, freebie opt in, book your consultation, location, testimonials, FAQ). No need to write out the actual copy of each page yet, we are just trying to get the general flow your website will have. This process will help you lay out your roadmap for ex: Homepage ==> Services ==> Book your consultation
- Your navigation bar should have no more than five links. We don't want to overwhelm our visitors with so many options that they get analysis paralysis and take no action. What are the pages that will help get your website visitor to your end goal?

Design a more in-depth user flow for each of your pages

- Homepage: tagline: what you do, who you do it for, how you are different ==> CTA opt in gift ==> services and CTA on your services ==> testimonials ==> optional: latest blog post (establish credibility and trust) ==> optional: offer opt in again==> CTA to lead them to the next page you want them to go
- About page: Relates more to what you can do for your audience than an in depth story about you or your business origins.



- Remember that your customer wants to know what value they will get from working with you. What do you do and who do you do it for?, Talk about some of the issues they face, introduce yourself and let your client know why you do what you do ==> optional: testimonials ==> CTA (ex: service page, book a consult, contact, opt in)
- Services: Problem you are helping solve or quick benefit customers will get from your service/product ==> explain your service ==> what do your customers get? ==> Write down any timeline and/or process associated with your service ==> include any other important information like available dates or deposit information ==> optional: testimonials and/or differentiating factor ==> CTA ex: book that consultation or buy that package button ==> optional: FAQ's about your service
- Additional pages you may want to include: Portfolio, Blog, Contact



Define where the call to action buttons you defined in the step above will take your visitor



Write your copy

- Now that you know exactly what will go in each of your pages it's time to write out your content
- Keep your keywords in mind for SEO purposes



Make sure every page has a call to action

- You know your website better than your potential clients so make sure you tell them where to go next. Lead them on to the next page they should go that will help them take the desired action (ex: book a consult)







Decide if you want index pages or regular page

- This depends on whether or not index pages are an option on your chosen template



Decide what pages will go in your footer

## Integrations



Acuity

- Acuity is a great tool to help your potential clients get in touch with you and book an appointment. It allows them to see what day/times you are available and get on your calendar without you having to do anything
- You can also have them fill out a form after they pick the day/time that works for them
- This software is normally (\$15/month value) but comes free with your Squarespace account!



Connect your Mail chimp or Convert kit account (or any other email CRM of your choice)



Enable the Announcement bar on your site for any important messages

- How to: Design ==> Announcement bar



Connect your Google Analytics account number





Connect your social media profiles

- Where does your target audience hang out?
- Instagram
- Facebook
- Pinterest
- Twitter
- Linked In

## SEO



Edit Page titles for SEO

- Keep in mind page titles and navigation titles are different. Page titles are what your audience sees on their tab and navigation titles are what you see on the back end when building your site



Optimize your images for popular keywords

- This can help land traffic from Google Image Search



Make sure your H1 tags include the keywords you want to rank for



Edit your website description

- How to: Settings ==> SEO



Include Page descriptions



- Make sure important pages are no more than three clicks away from your homepage. In all your website, your homepage carries the most authority that it can pass to some of the other pages in your website.

## Site tweaks

- Request for Google to crawl your website via Google console
- Make sure your site is optimized for mobile. You can find all these setting can be found on your Style Editor
- Check that all the links in your site are working correctly

## Establish trust + gain email subscribers

- Make a commitment to write blog posts weekly
  - Establish a content calendar
  - Need ideas about what to write? Check out “Answer The Public” and “Quora”
- If you don’t have one already make sure you have some sort of freebie that provides value and helps solve one of your audiences pain point
  - Ebook, checklist, email mini course, coupon, kit, worksheets are just some examples
  - This is a great way to build up your email subscriber list while building credibility and trust



# Resource Library

- **Answer the Public**
- **Coolers**
- **Hootsuite** is a social media management tool that allows you to post to various social media sites at once
- **Quora**
- **Unsplash**

**\*\*None of the links on this document contain affiliate links. I included them as a helpful resource to you\*\***

Now that you've gone through this comprehensive checklist it's time to put it in action!

If you have questions on any of this content or just a question in general, you can reach me at [hello@jnlmediaco.com](mailto:hello@jnlmediaco.com)

As an entrepreneur, I know how scarce time can be so I understand wanting to focus on what I am good at (and enjoy) and outsourcing the rest.

So, if you are pressed on time and in need of a designer that is excited to learn about your business goals and help you build a website that aligns with those goals then...

BOOK A CONSULT

