

# Website Planning Workbook

A simple guide to organizing your ideas  
before building your new website

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Building a website doesn't have to be overwhelming. This workbook will help you organize your ideas before we begin your project together. Don't worry if you can't answer every question. Think of this as a guide, not a test.

By the time you've worked through these pages, you'll have a much clearer vision of your website and we'll have everything we need to hit the ground running.

Step 1

# Tell Us About Your Business

Every great website starts with understanding the business behind it.

In one or two sentences, what does your business do?

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Who is your ideal customer?

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What makes your business different?

Think about what customers tell you they love most.

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Do you already have a website?

Note your current site's URL and think about your current likes and dislikes.

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Step 2

# What's the Goal of Your Website?

A website should do more than look good. It should help your business grow.

What do you want visitors to do?

- Call your business
- Request a quote
- Book an appointment
- Purchase products
- Visit your location
- Join your email list
- Something else: \_\_\_\_\_

How will you know your website is successful?

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Step 3

# Your Domain Name

Your domain name is your online address. If you haven't chosen one yet, now is the perfect time.

My preferred domain name

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Alternative ideas

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Visit [Namecheap.com](https://namecheap.com) to check availability.

Already own your domain?

Yes

No

If yes, who is it registered with?

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Step 4

# Website Inspiration

This is the fun part. Spend a little time browsing websites you enjoy. They don't have to be in your industry.

## Websites I Like

1. \_\_\_\_\_  
Why? \_\_\_\_\_
2. \_\_\_\_\_  
Why? \_\_\_\_\_
3. \_\_\_\_\_  
Why? \_\_\_\_\_
4. \_\_\_\_\_  
Why? \_\_\_\_\_
5. \_\_\_\_\_  
Why? \_\_\_\_\_

## Things you might notice:

- Clean layout
- Great photography
- Easy navigation
- Colors
- Typography
- Animations
- Simple design
- Professional feel
- Other

## Step 5

# Plan Your Pages

Every business is different, but most websites include a few essential pages. Check the pages you think you'll need.

- Home
  - About
  - Services
  - Portfolio or Gallery
  - Testimonials
  - FAQs
  - Blog
  - Contact
  - Pricing
  - Online Booking
  - Online Store
  - Other
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## Step 6

# Gather Your Content

You probably have more than you think.

Check off anything you already have.

- Logo
- Team photos
- Product photos
- Project photos
- Lifestyle Photos
- Customer testimonials
- Service descriptions
- Business history
- Frequently asked questions
- Contact details
- Social media links

Still missing a few things?

Don't worry. Most clients are.

## Step 7

# Features You'd Love

Think about features that would make life easier for you and your customers.

- Contact forms
  - Appointment scheduling
  - Online payments
  - Customer portal
  - Live chat
  - Newsletter signup
  - Photo gallery
  - Blog
  - Google Maps
  - Reviews
  - CRM integration
  - Email automation
  - Other
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Step 8

# SEO Planning

Help us understand how customers search for your business.

What services do you offer?

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Which towns or cities do you serve?

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Who are your biggest competitors?

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# You're Ready!

Congratulations!

You've just completed the first step toward building a website that works for your business.

## Ready to Build Your Website?

Whether you're starting from scratch or redesigning an existing site, the RecMe team is here to help. We'll guide you through every step, from planning and content to design, development, hosting, SEO, and ongoing support.

Let's build something you'll be proud to share.

Contact RecMe today to schedule your free website consultation.

