

NOFO WEB DESIGN

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**10 STEPS TO TAKE
BEFORE STARTING
YOUR WEBSITE.**



WEBSITE PLANNER



©NORTH FORK MARKETING & DESIGN BY JEN LEW

STEP 1: 

BUSINESS INFO

Information shown in the footer of your website and on the contact page

CONTACT

ADDRESS

PHONE NUMBER

BUSINESS EMAIL

BUSINESS ADDRESS

will you need a map

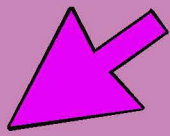
SOCIAL MEDIA LINKS

HOURS

INDUSTRY LINKS

CALL TO ACTION

STEP 2:



YOUR IDEAL CUSTOMER

WHAT IS THEIR AGE, GENDER, LOCATION

WHY SHOULD THEY CHOOSE YOUR BUSINESS

WHY DO THEY NEED YOUR BUSINESS

STEP 3:



MISSION, VISION & GOALS

YOUR BUSINESS MISSION

define your business objectives and its approach to reach those objectives via the website

YOUR BUSINESS VISION

describe the desired future outcome of the business and how the website will achieve those goals.

WHAT ARE TWO MAJOR GOALS OF THE WEBSITE

For example: Create business leads for future communication, find your location, call you, email you, shop or buy goods online, join your email list, read your blog, learn more about your business offerings, SEO

GOAL 1.

GOAL 2.

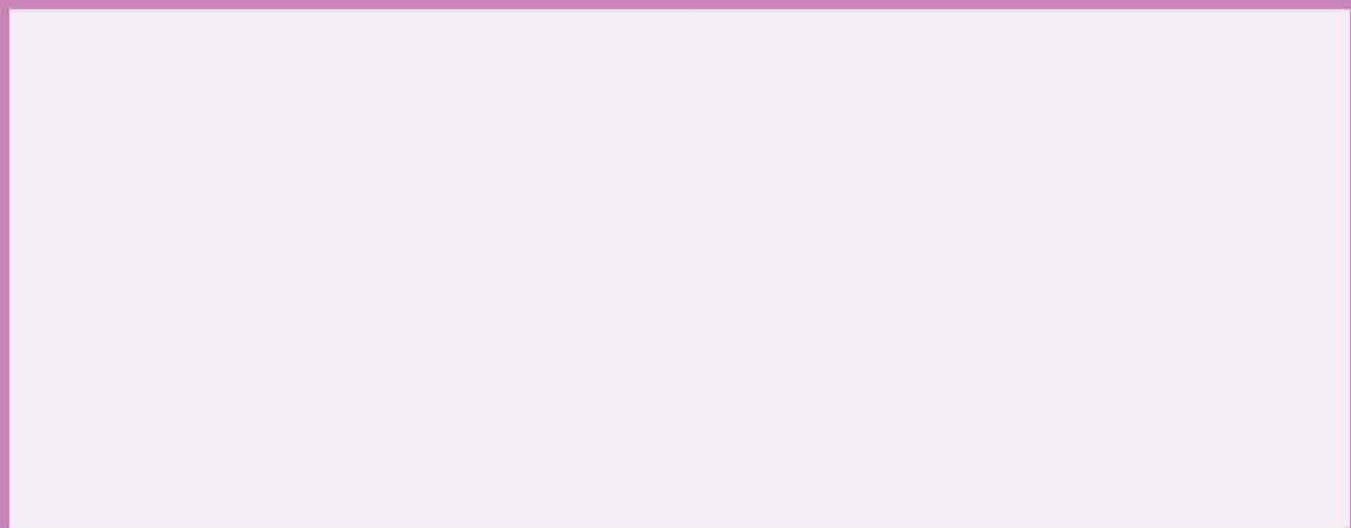
STEP 4: 

SERVICES, PRODUCTS

DESCRIBE HOW YOUR SERVICES, PRODUCTS
OR OFFERINGS WILL HELP OR SERVE YOUR CUSTOMER



WHAT DOES YOUR BUSINESS OFFER THAT OTHERS
DON'T OR WHAT MAKES YOU STAND OUT





STEP 5:

NAVIGATION & PAGES

Outline of the most important pages for your website-

WHAT 5 PAGES WILL BE IN THE NAVIGATION?

Main site navigation at the top of each page. Every website should include a HOME and CONTACT page.

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WHAT OTHER PAGES ARE IMPORTANT

HIDDEN PAGES

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STEP 2:



PREPARING YOUR CONTENT

HOMEPAGE

Tag line, key message, services, products, key reasons why someone should do business with you and or purchase your goods.

ABOUT

Business history, partners, team members, bios



if applicable

STEP 7:

E-COMMERCE OR BLOG CONTENT

PRODUCT DESCRIPTIONS

List the categories or types of products you plan to sell. Product names, descriptions, price, tags, related items.

BLOG

What blog content categories, themes, sub categories

STEP 8:

DETAILS

PHOTOGRAPHY

will you need a photographer?
do you need stock imagery?
are you photos organized?

notes

CONTENT WRITING

will you need a copywriter?
do you need someone to check
your spelling or grammar?

notes

BRANDING

Do you have a logo?
What is your color palatte?
What font style do you prefer?

notes

TESTIMONIALS

Do you have testimonials?
Do you have reviews?

notes

PORTFOLIO OR PICTURE GALLERY

New and older projects
Videos, visual representation of
your business or services

notes

EVENTS OR CALENDAR

Your business events, or calendar
for customers to schedule
services with your business.

notes

STEP 8.5:



DETAILS

TEAM OR EMPLOYEES

do you want team members or employees listed on the site

notes

CALL TO ACTION

email list, freebies, contact form, callnow button

notes

PROCESS

describe how your business works with your customers

notes

FAQ

important information in list form for customers to learn more quickly

notes

TERMS OR POLICY

Do you need a privacy policy or terms and conditions

notes

AWARDS

Do you have awards?
Do you have notable mentions or education in your field

notes

STEP 9: 

BUSINESS VOICE & TONE

QUESTIONS TO ASK YOURSELF BEFORE YOU BEGIN.

THE OVERALL VIBE OF YOUR BRAND VOICE & TONE

How do you want the tone of the website to be: friendly, professional, relatable

WORDS THAT DESCRIBE YOUR BUSINESS OR BRAND

knowledgable, reliable, quality

SEO KEYWORDS, SERVICE LOCATIONS, NICHE

