

20-Step Website Planning Guide

Checklist

1 Analyze Current Marketing and Branding

Be able to answer...

- What have you been doing?
- How is it working for you?

2 Discover Business Goals and Purpose

The reason you want to have [SMART goals](#) is to have a way to determine the success of your website.

3 Determine Your Budget

It is important to know, not only the initial budget, but also what your organization can afford to spend on site development, maintenance and marketing.

4 Choose a Domain Name

If being found on the web is a necessity, you will certainly want to have a ".com" extension.

5

Determine Crucial Team Players

Roles may include: Web Designer, HTML Coder, Web Developer Project Manager, Writer and Editor, Content Strategist, Stakeholders



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Research Competitive Sites

Use tools like [SEMrush](#) and [Ahrefs](#) to identify and monitor competitors SEO strategies.



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Conduct Buyer Research

Do Not Skip This Step!

Do it right by conducting [buyer research interviews](#)



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Create a Value Proposition

- 1. Headline:** including the end benefit
- 2. Sub-headline:** or 2-3 sentence paragraph
- 3. Three bullet points:** Defining key benefits
- 4. Visual:** Reinforce the main message with an image



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Create Unique Selling Proposition (USP)

This should answer "Why Should I Buy From You?"

Not the same as your [value proposition](#)



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Consider Your Desired Site Features

In all of your research, ask yourself, "What is our website trying to accomplish?"

Run through this list of [65 website must-haves](#)



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Implement the Right CMS for Your Business

The needs of your business drive the selection of which CMS is right for you.

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Be Keyword Savvy

Keyword analysis helps you uncover the words or phrases your potential customers are most likely searching.

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Dive Deep into Content Strategy

Any changes to content after design is completed may cause a massive overhaul of your website layout and development.

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Website Structure

Decide what pages your website needs and lay them out in a flow chart.

Structuring Your URLs to be SEO Friendly:

ex. <https://www.modgility.com/blog/i/website-planning-guide>

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Start Structuring Pages with Wireframes

1. displays site's architecture visually
2. allow for clarification of features
3. looks at ease of use
4. identifies ease of updates
5. makes the design process iterative
6. saves time
7. experience dictates it needs to be part of the process

**16**

Create a Professional Logo

The right fonts that complement each other and the appropriate color palette come together to make a professional logo.



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Design with Multiple Elements

Answer and focus on 3 questions to streamline your site.

1. What are you selling?
2. Why should your visitor care?
3. What should they do next?

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Test Site Across All Devices & Browsers

Have your colleagues or peers (that were not working on the website) take it for a test drive.

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Growth-Driven Design Based on Real Data

[Agencies utilizing GDD](#) reported 16.9% more leads after 6-months and a 14% increase in traffic for the same time.

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Wishlist for Future Site Enhancements

Keep every update you want to make here. Then prioritize updates based on business impact, level of effort, and your teams bandwidth.