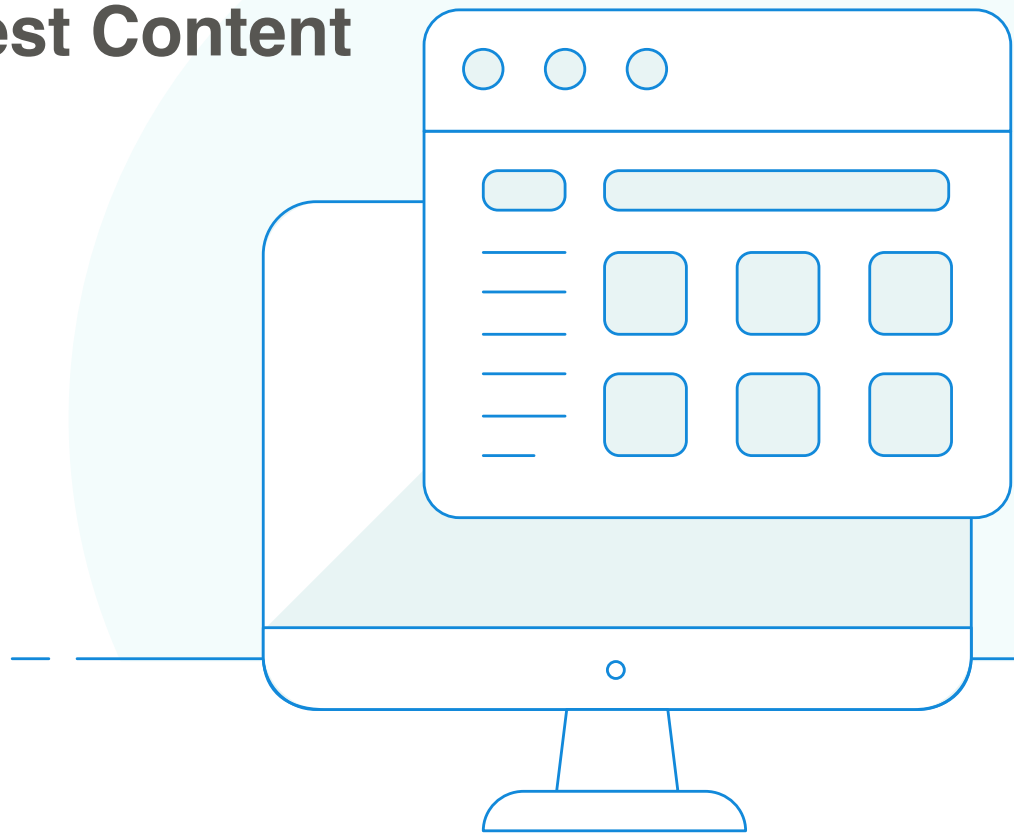


Good Honest Content



Workbook

Creating your website strategy

How will your website convince your target market to buy, book or get in touch? It won't happen by accident. You need a cunning plan!

Our Website Strategy Workbook helps you create a website that will work hard and work properly. It's one of your most valuable business assets, after all. Make sure it pulls its weight.

Why a website strategy matters

“You can’t build the right company with the wrong story.”

- Bernadette Jiwa

Branding expert, author of *Story Driven: You Don’t Need to Compete When You Know Who You Are*, and a pretty amazing storyteller in her own right

There are two ways of approaching this workbook

The first is: “I’m trying to run a business, be three different people at once, organise everything on a shoestring budget, get some kind of website together, and you Good Honest Content people want me to *fill in forms? What’s wrong with you?*”

We get it. We’re business owners too. But we hope you’ll read on and reconsider.

The second goes like this: “I’m forking out a lot of money for this website. I need a decent return on my investment, so the site has to do a great job of selling my product/service, *all the time*. If that means spending an hour on making a plan, fine. I can’t afford *not to*.”

We really hope you’ll run with the second.

One of your most useful business resources—ever

Big, successful organisations get that way because they constantly plan, monitor, measure and revise absolutely everything, especially their websites. They don’t see this as a chore and they don’t leave anything to chance. After all, what’s more exciting for any business owner than knowing they’ve helped create a superhero website that works for them 24/7 and does an amazing job of growing their enterprise? We think that’s awesome!

So let’s get cracking.

How to use this workbook

Whether you’re planning a new website or redeveloping an existing one, our workbook will help you plan for success by clarifying:

- your brand
- your business needs
- your target audience
- your future website

Some of the questions you’ll find easy to answer, others will probably need more thought. Use the examples beside the

questions to assist with your answers. Being concise will help you get more out of the process, so feel free to brainstorm ideas on another sheet of paper before completing the workbook.

We’d advise printing out this document so you can answer it right on the page.

Bear in mind that every business is different and this isn’t a test. There are no right or wrong answers—only useful insights to help you get your business where you want it to be.

Who are you?

Organisation overview

What do you do? How many of you are there? How long have you been in business? How have you changed/grown over time?

Brand identity (your vision and “why”)

Why are you in business—what gets you out of bed in the morning? What is your mission or vision as an organisation?

A great way to answer this question is to complete the sentence – “I/we believe in a world where...” e.g “we believe in a world where every child can find joy and learn about physics by learning to fold and fly paper airplanes”

Your brand values

What qualities or ingredients set you apart from your competitors? What attributes describe your brand?

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How is your business going right now? What’s standing in your way?

How is the business going? Is it where it needs to be? If not, what challenges are you facing?

Where do you want the business to be in five years?

Do you want to grow? What goals would you like to achieve?

Who do you want to reach?

You need to have a clear idea of who you are trying to sell your services to. We love this simple target audience formula from Duct Tape Marketing by John Jantsch.

Physical description + what they want + their biggest problem + how they buy + best way to communicate with them = your perfect client

Physical description

Are you targeting a specific gender, age group, nationality/ethnicity, occupation? Use that knowledge to “paint a picture” of your ideal client.

What they want

Based on your answer to the first question, what are your target audience's priorities?

What they might want:

- *Security*
- *Adventure*
- *Comfort*
- *Health*
- *More time in the day*
- *Romance*

Their biggest problem

Lack of information or skills? No time? An important tool or item broken?
Unsure of what they want? Health issues? Low self-esteem?

How they buy

Online or in a physical shop? Cash, credit or hire purchase?

Best way to communicate with them

Blog or digital newsletter? Phone call? Social media? Visit?

Now join it all together

Take a paragraph or two to describe your target audience representative or "persona". Give this person a name, e.g. "Marketing Manager Sally"; "Digger driver Dave", "Dog-owner Julie". This might feel a bit odd but it helps bring your audience alive. Remember, we are dealing with people :)

You might have more than one target audience. If so, repeat this process as many times as you need to.

What must your site do?

Why do you need a website?

What is your website's main purpose?

Specific goals?

What specific outcomes would you like your website to achieve?

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Examples:

- More contact form inquiries
- More product sales
- More people downloading our resources
- More traffic from search engines

Assign timeframes and values for those goals

Try to give each goal a number or value that you'd like to achieve in a given timeframe.

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Examples:

- 5 leads via the contact form per month in 6 months time
- Increase sales/bookings by 15% over the next 12 months
- Focus on high-value offerings, aiming to close two a month by the end of the year.

Which of these goals are your priorities for the next 12 months?

Pick two or three goals you really want to focus on. What will make you happy with the website's performance?

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Hint: More visitors and increased traffic aren't necessarily indicators of success. Instead, think of conversion-based metrics, such as more inquiries.

What types of services and information do you need to display on the website?

List all the services you offer and information you'd like to display on the website.

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Can you group any of that information/services together in sections?

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Examples:

- *Music Tuition*
- *Concerts*
- *Venue Hire*
- *FAQ's*

What sort of content will resonate most with your audience?

Examples:

- *Video*
- *Infographics*
- *Case studies*
- *"How to" blog posts*

How will you build trust and credibility with your website?

Examples:

- *Testimonials*
- *List of businesses you've worked with*
- *How many people your organisation has helped*
- *Your origin story*
- *Length of time in business*

What questions or objections do you need to help your target audience(s) overcome to make the sale?

Now that you have a clear idea of who you are trying to reach, try to anticipate the questions and objections they might have.

Hint: Helping your target audience find the right information and build trust in your brand easily will lead to more conversions. FAQs or answering their questions before they contact you is a good way of helping with that.

Describe the "feel" of a website that reflects your brand.

Try to use adjectives - think about what "feeling" will resonate with your target audience.

Examples:

- *"A fresh approach to accounting"*

OR

Elegant, clean, simple, fun, humourous, fresh, delightful, happy, modern

What does your website need to do (functionality)?

Write down all of the functions and data collection that you need the website to perform.

Examples:

- *Online shop*
- *List of events*
- *Membership area for downloads*
- *Online courses*

What other websites do you like?

Give examples of similar websites or competitors' websites that you like. They might be great sites or they might just do one particular aspect really well. Say why you like them.

How does the website fit into your overall online marketing?

Do you have a content marketing plan? Would you like to develop one? Where does the website sit within your other online marketing channels, e.g. social media and email marketing?

Hint: how can you position the website at the centre of your online marketing?

Making it happen

Now it's time to pull it all together. You've done a lot of work to identify what your website, target audience and business need, so the next question is: who's going to do the hard yards?

Who is, or will be, managing your site? Do they feel confident they have the time, resources and skills to do this?

Think about you and your team, what you're collectively good at and what you might need some help with—not just during the website building phase but also in maintaining it afterwards.

Then what?

Once you're clear and exact about what you want your website to achieve and how it's going to reach those goals, the knowledge will shape all your other efforts: design, copywriting, image choices, page layout and how you structure the website

Even if you're working with a website design agency, take the time to get clear on your strategy so you can explain it to them as well.

What online skills and capabilities do you have in-house?

E.g. great photographer, good admin person, snappy writer, someone who likes the analytical side of things

What areas do you think you need help with?

E.g. copywriting, updating, adding new pages, finding ideas, making the time, monitoring and analysing results

Buckle up!

Looking back to the 12-month goals you've set for your website, what can you do in the next 90 days to work towards them?

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How did you get on?

If you worked right through the book and finished with a clear understanding of your brand and messaging, your target audience, and what your website needs in order to accomplish your business goals, congratulations! We're glad this resource was useful and we wish you every success with next steps.

But if you flicked through the workbook and thought, *Too long, too hard, too time-consuming...* or if you started but got bogged down, don't give up. We can help. Here's how:

- We have a series of posts on the Good Honest Content website supporting this workbook and the process of creating a website strategy. Check them out: <https://goodhonestcontent.com/articles-content-branding/>.
- We run regular webinars that directly relate to the workbook. Contact us via our website: <https://goodhonestcontent.com/contact/> to learn more or register.
- We can give you some one-on-one support if that's your preference. Get in touch to discuss: <https://goodhonestcontent.com/contact/>.

Here's to effective, hard-working websites and the business they bring in!

Go well!