



CLAIRE *CREATIVE*

Website Strategy Template

A five-part template to get results online

Save time, reduce stress and reach your goals.

Hi, I'm Claire

Website designer, strategist, mother of 2, Irish expat in France, lover of inky pens and dedicated to helping you get leads and clients with your website.



There's so much advice out there about websites and online business, it can sometimes feel like you're being pulled in all directions and distracted by all those shiny ideas. I'm on a mission to bring an end to all that and help people to get the clients they need to keep doing the work they love.

I help my clients to create websites and strategies that fill their business with leads and clients consistently.

In this template, you'll create a results-focused website strategy. This is one of the tools I use with my clients as a starting point for website and strategy projects. It is the antidote to busywork!

Be sure to keep your *Website Strategy* page and *Implement List* visible in your workspace as you work towards your goal. Stick to it as much as you can!

Good luck!

Claire

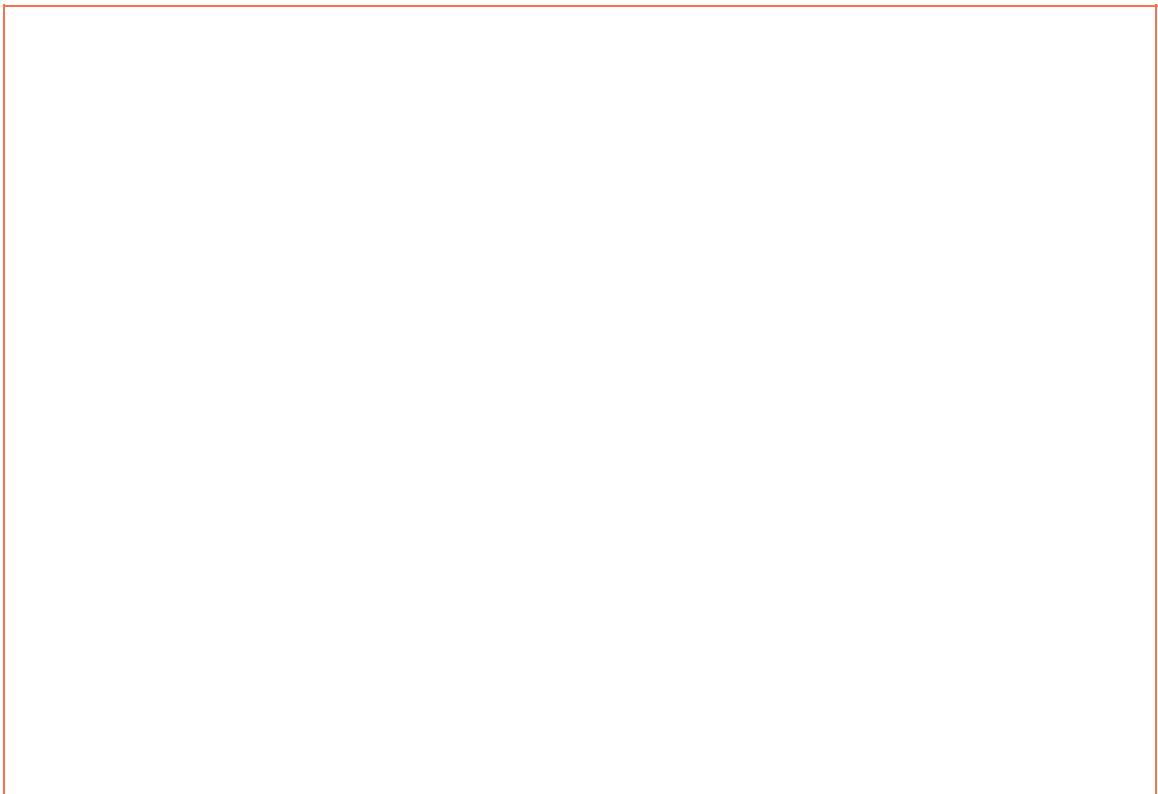
Part 1: Goals

How are you using your website to achieve your business goals?

Your goals are at the heart of all the decisions that you make for your business. Your website strategy should focus on how to use your website to achieve your business goals.

12-month business goals

- What do I want to accomplish by this time next year?
eg: Income, freedom, reputation

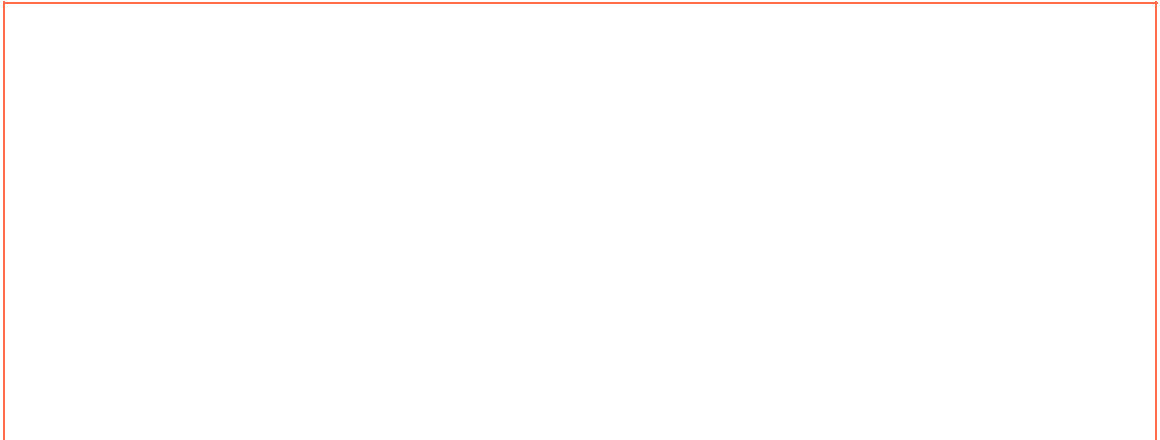


- What steps will I need to achieve this?

Don't be afraid to be really obvious here! eg: More emails from prospective clients, more subscribers, to be more consistent with visibility campaigns.



- What role will my website play in achieving this goal?



- What is the biggest challenge with this goal?



- Do I need additional help to achieve this?



- How will I measure the success or failure of this goal?

How will I track it?



Long term business goal

- How does my 12-month goal line up with my long term vision for the business?



- Is my 12-month goal important the most pressing matter **right now**?

Deadline

- How long will it take to accomplish this goal?
When is the deadline for this goal?

DEADLINE FOR THIS GOAL: __ / __ / ____

Part 2: Audience

Who do you aim to reach?

Your website is a business tool that represents you online, but always remember: your website is designed to connect with your audience. So who are you hoping to reach with your website? **If you can, reach out to this person in real life and ask them a few questions:**

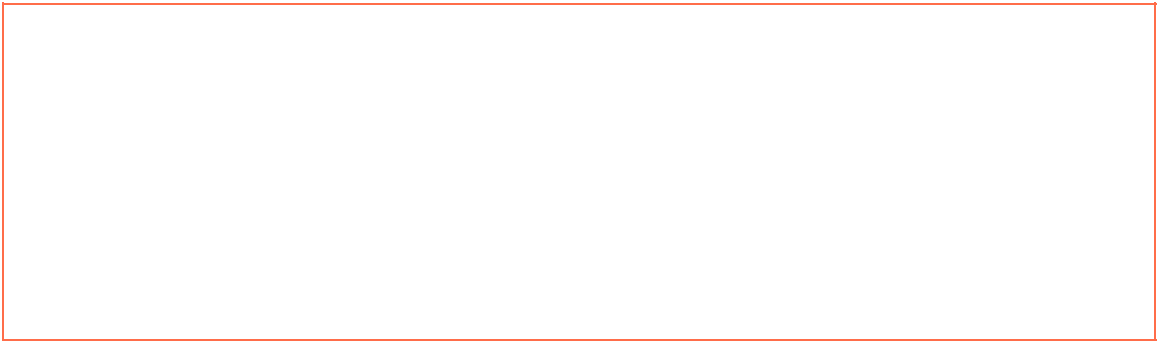
- What problem are they trying to solve (in relation to what you offer)?

- What do they need from a product or service like yours?


- What aspects of their need is not tailored to by anybody else?

A large, empty rectangular box with a thin red border, intended for handwritten notes or answers to the question above.

- Where do they spend time online?

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- What would they 'Google' if you were looking for a product or service like mine?

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Part 3: Brand

How do you want people to feel about you?

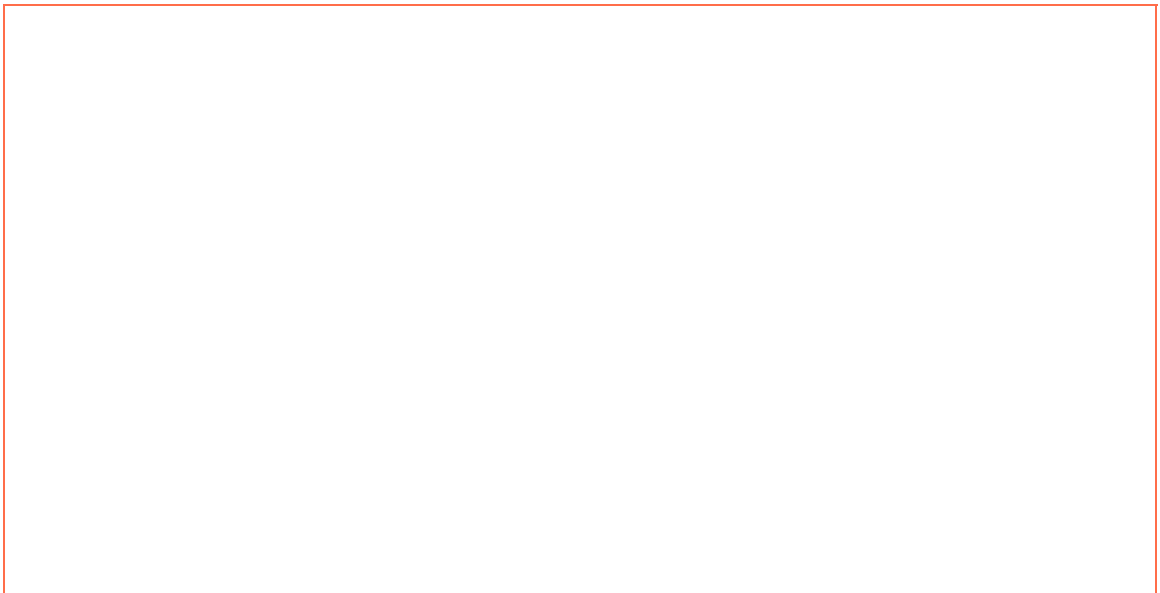
Consider how you want people to perceive you and your position in the market.

*"Your Brand Is Not What **You** Say It Is. It's What **They** Say It Is."*

— Marty Neumeier

Brand is all about emotions. So...just one question:

- How do you want to make your audience feel?



Part 4. Competition

Who are your competitors?

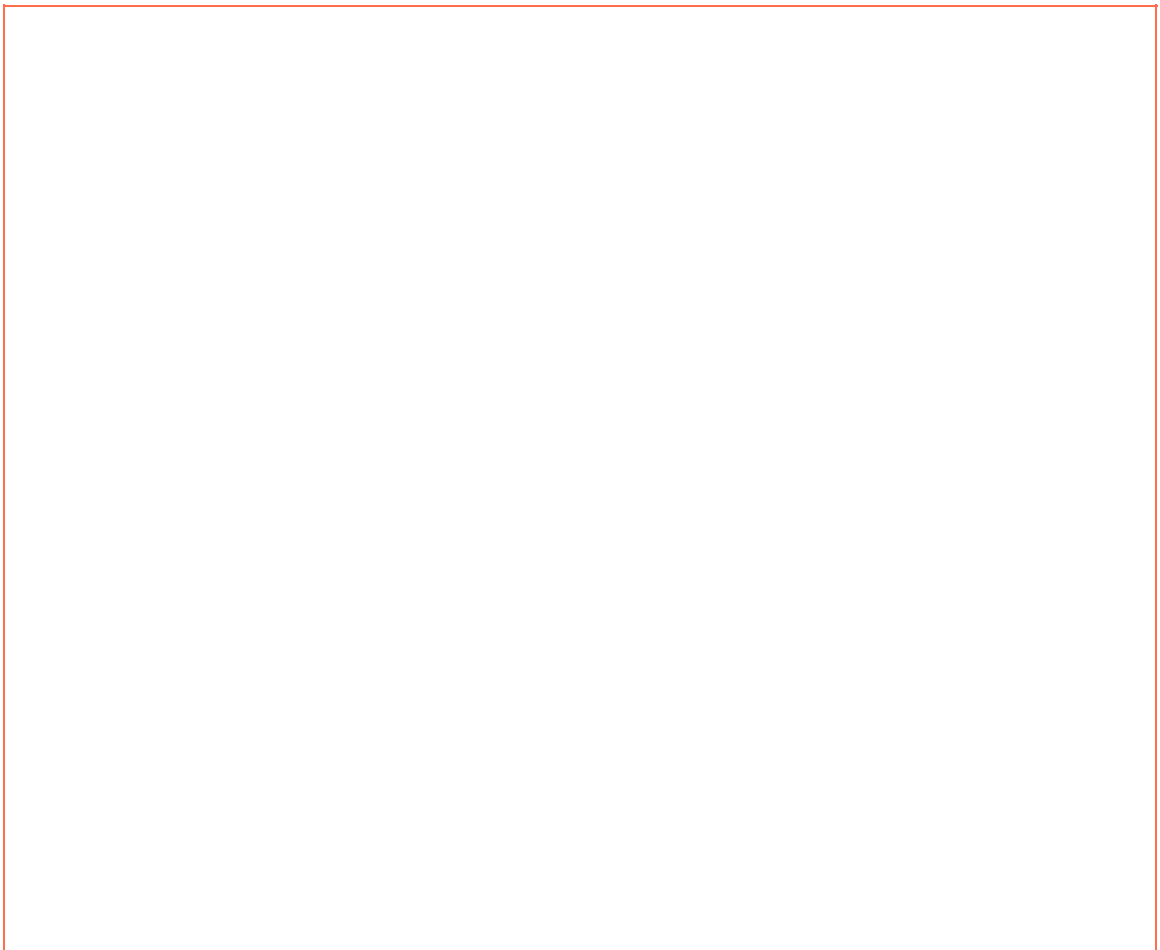
- Who are your direct and indirect competitors?

- Why should your ideal customer care about you rather than a competitor?

- What makes you different from your competitors?

CHOOSE 3 COMPETITORS AND VISIT THEIR WEBSITES AND SOCIAL PLATFORMS AND TAKE SOME NOTES:

- What feeling do you get from their brand?
- What is their “Call to action” (what are they asking the site visitors to do? Get in touch? Join the mailing list? Buy this product before the sale ends?)
- What key words and phrases do they use?
- Do you notice similarities or patterns when you compare competitors?
- How would you differentiate from them?



Part 5. Implementation

What practical steps must be taken to implement this strategy?

So far we've been researching, brainstorming and thinking globally. The next step is to create a list of tasks to implement so that you know exactly what you need to do to reach your goal.

Read the samples, draft your own, print it out and keep it somewhere visible!

Sample implementation list for a course launch

Goal:

By July 15th, I will have a mailing list of 5,000 subscribers. Engagement of this list needs to be high so that I can launch my online course and hit a 10K launch.

Path:

To achieve this, I need to create an opt-in freebie relevant to my course and drive traffic to it. And I need to keep my list engaged with relevant content so that they know, like and trust me.

Tasks:

- Brainstorm opt-in freebie
- Design the layout
- Create signup form that links to the freebie
- Add the signup form to my website
- Add a popup form to my site
- Create an automated sequence to nurture subscribers
- Include links in the nurture sequence to resources and articles on my website
- Distribute the link on social media regularly
- Invite influencers to share this freebie
- Run social media ad to increase subscribers
- Create email launch sequence
- Create course landing page on my website
- Create cart for my course
- Draft course content
- Record promotion videos
- Plan social media content to raise awareness of my launch
- Create a countdown to close of cart.

The above plan is specifically for a course launch. If you're aiming to sell services one to one, here is another sample list.

Sample implementation list for services

Goal:

By September 10th, I will have consistent 10K monthly income based on 10 clients at 1K each recurring.

Path:

To achieve this, I need to become visible to my ideal client who spends a lot of time on Instagram. I'll create a consistent schedule of instagram content with weekly live stream Q&A sessions. Each live stream should have 100+ attendees and the CTA will be to invite them to become 1:1 clients via my site. I'll also need to create an offer to retain existing clients.

Tasks:

- Craft content plan for instagram
- Gather testimonials from past clients
- Create a brand script so that my message is consistent and clear in all content
- Create instagram brand kit so that I can create great-looking posts quickly and from my phone
- Set up appointment booking on my site
- Set up a more meaningful 'About' and 'Services' pages to help site visitors understand my offering
- Refresh website look and feel to inspire trust with people who visit from instagram.
- Ensure site looks great on mobile as instagram users are primarily using their smart phones.
- Set up invoicing for repeat payments
- Set up payment gateway to receive payments

Website Strategy

By date: / / I will...

To achieve this I will...

I will connect with my ideal customer by...

(What action will you take to get their attention?)

When they encounter me online they'll feel...

And they will...

(What action will they take?)

My implementation list is my step by step guide to achieving my goal and I'm going to stick to it!

