

The keys to a *successful website*



A step-by-step guide
to planning out your WordPress website

BY NICOLA TWEED

Well, Hello there!



I'm Nicola Tweed, a WordPress Web Designer, Developer and business coach for passionate, savvy, modern female entrepreneurs!

It all began in 1996 at the age of eleven when I maxed out my parents' dial-up allowance to browse the internet. From this, I knew deep down in my toes that I wanted to work in this exciting online world.

Over the past ten years, I've been privileged enough to work with creative entrepreneurs from all around the world.

Honestly, I love what I do and I am super passionate about creating more than just websites for my clients.

I created this guide after realising that the number one thing that trips my clients up when creating their website is the planning phase - only the most important part of creating a website!

May this guide help you figure out your goals, plan your website and attract a bucket load of dream clients!

So where do you start?

GOALS

BRANDING

IMAGERY

COPY

OPT-IN

**DOMAIN &
HOSTING**

1. Goals

When someone lands on your website, you want to 'take them by the hand' and provide them with the information they need in order to take action on your website.

The customer journey from landing on your site to clicking that 'buy now' button will be easier to achieve when you have clearly defined the goals of your website.

Pick ONE MAIN GOAL for your website.

The main goal for any website is to get people to hire you or to purchase your product/s. By having one, clearly defined 'main goal', you'll be able to create a straightforward customer journey for your browser.

The main purpose of any website is to generate leads and makes sales...

Therefore, goals should be based around either generating leads or making sales.

Some good examples of website goals:

- Getting potential customers or browsers on discovery calls
- Reaching 100 email subscribers per month (generating more leads)
- Having a regular eCommerce turnover of x amount

Once you have defined what your main website goal is you can then brainstorm what functions and pages you'll need on your website to achieve that core objective.

Your website will be made up of a variety of pages with different content and information on each page.

Keep in mind that one page or section might help you achieve two or three goals OR several pages might work together to support one goal. Either is fine.

As an example, a goal may be for you to establish yourself as an expert in your field.

With this goal in mind, you could have four pages on your site to help you reach that goal:

- A Blog - educate and inform your visitors about all things in your field
 - An About section - where you talk about your story and why you're awesome at what you do
 - A Portfolio section - to showcase the work you have done
 - And lastly, a testimonial section to showcase kind words from your rock star clients! (Although it's also a good idea to sprinkle testimonials through out your website).
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2. Branding

A Brand style guide is a set of guidelines that govern the look & feel of your brand so that all the elements of your branding are consistent across different touch points - from your website to social media to other marketing collaterals.



extra resource

Check out this YouTube video I made where I show you how to create your very own branding style guide for *free* using Canva

[Creating a Style Guide for your Website](#)

Your branding style guide will consist of the following:

- Logo - Main logo, sub logos etc
- Favicon
- Fonts [3 fonts]
- Patterns
- Elements
- Colours [Hex codes] ie #f2f2f2



3. Imagery

Your images have the biggest visual impact on your website, they engage your audience and continue to tell your brand story.

Choose images that are relevant to your product or service offering and that will not distract from the overall objective of the website.

If you're just starting out and have limited resources, it's okay to use stock photography but you want to try brand them by either adding in a transparent version of your branding colours or text or cropping only part of the image.

However, I would highly recommend investing in a good photographer and booking in a personal branding shoot. It's well worth the investment.

1. Landscape photos with a neutral background and lots of white space are great for banner images.
 2. Blank background, vertical images are also ideal for your website (these can be edited for banner photos or used in non-banner layouts).
 3. Photos of you working, whether you're typing on a laptop, coaching clients, writing on a whiteboard, making art in your studio, teaching yoga, or whatever brilliant thing you do! People love to see the real life human behind the biz.
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“Images and graphics engage your audience but it's the copy that sells your services

4. Copy

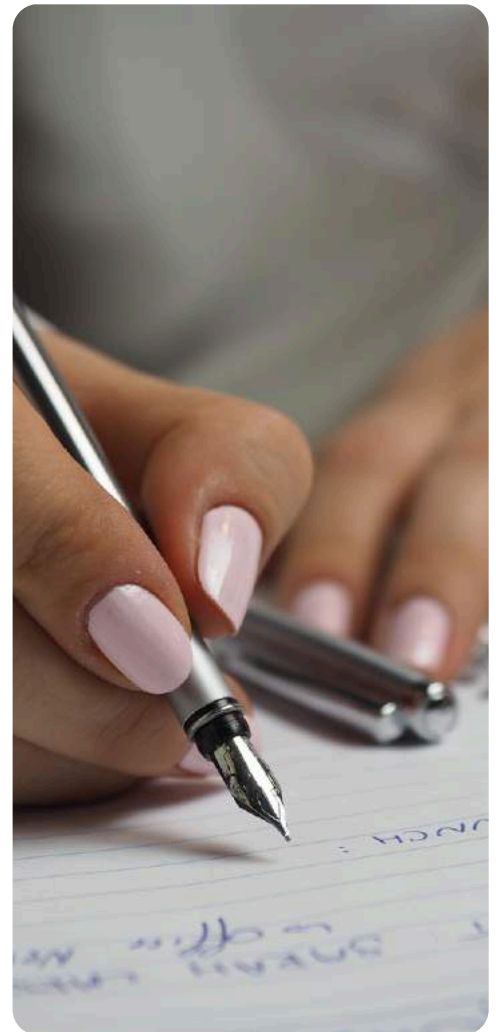
Clear messaging is super important on a website. As soon as a browser lands on your website, they need to be able to quickly and easily answer these 3 questions.

- What do you offer?
- How will it make my life easier?
- What do I need to do to buy it?

Clarity sells products!

You also have to think of your potential customers. Would they understand the jargon and terms you use on a daily basis?

Writing website copy is different to writing other forms of copy. It should be short, sweet and quickly capture your browsers' attention.



5. Opt-in

Having a website is all about generating leads and one of the best ways to do this is with an opt-in. An opt-in is when you give away something for free in exchange for a browsers' email address.

To create an opt-in on your website, you'll want to choose and sign up for an email marketing software account on something like ConvetKit, MailChimp or Mailerlite then you'll need to create a freebie offering in the form of a video series, PDF, exclusive newsletter or coupon code.

You can use platforms like Canva or Pixlr to help create a PDF that would help your audience solve a problem they are having.

This PDF you're reading right now is an example of a freebie offering I've given you in exchange for your email address. By signing up, I now know that you are interested in creating a website and I can offer you more valuable tips, resources and courses to help you on your journey.

“

“A successful website does three things:

It attracts the right kinds of visitors.

Guides them to the main services or product you offer.

Collect Contact details for future ongoing relations.

- Mohamed Saad

6. Domain & Hosting

Getting started on the right foot with your website begins with choosing the RIGHT host provider and domain name that aligns with your business. Choosing the wrong one and you may run into some rather tedious tech issues like lack of space, downtime, and a slow website (boo!).

Your Domain name is the address of your website and ends in a suffix like .com / .co.uk / .co.za etc and comes attached with a yearly fee that you'll pay to a domain registra.

As you'll be creating your website using WordPress.org, you'll need somewhere to store your website files and this is where a hosting package comes in. You'll pay a monthly fee to a host provider to store your files which will run your website.



Recommendations

My recommendations for host providers are:

- Cloudways
- inMotion Hosting
- domains.co.za
- SiteGround
- Xneelo

TIME TO GET TO WORK!!!

Your Main Goal:

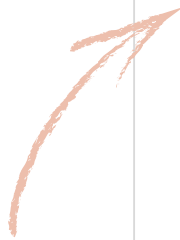


Your browsers' customer journey:

Features:

- Blog
- eCommerce
- Course
- Membership
- Gallery
- Portfolio
- Contact Forms
- Directory
- Opt-in
- Map/Directions

Pages Required:



02 COLOURS



Resource: <https://bit.ly/3BF3nnk>

03 FAVICON (512PX X 512PX)

04 TYPOGRAPHY (MAXIMUM 3)

05 ANY OTHER ADDITIONAL ELEMENTS - PATTERNS, TEXTURES ETC

IMAGE RESOURCES

Stock photography:



[UnSplash](#)

[Kaboompics](#)

[Pexels](#)

[Pixabay](#)

[Gratisography](#)

[Wunderstock](#)

[isorepublic](#)

[Realisticshots](#)

[RawPixel](#)

[Picjumbo](#)

[Life of Pix](#)

[Negative Space](#)

[Startup Stock Photos](#)

[Free Nature Stock](#)

[Stocksnap](#)

[Public Domain Archive](#)


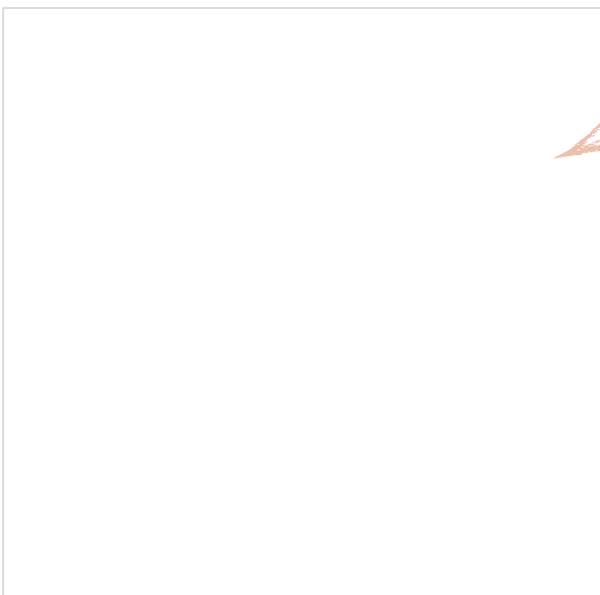
[Pikwizard](#)

[Magdeleine](#)

[Foodiesfeed](#)

[Cupcake](#)

Notes:



Note: Landscape images always work out better on the web!

39% of people will stop engaging with a website if images won't load or take too long to load! NB Optimise your images for the web!!!

COPY

Your Website Tagline:



Potential testimonials:

Opt-in Idea:



Calls to action:

- GET IN TOUCH
- BOOK A CALL
- SIGN UP NOW!
- LISTEN NOW
- DOWNLOAD
- START YOUR FREE TRIAL
- GET STARTED
- SHOP NOW



ALL YOUR NOTES

Add in all your notes and inspiration:



Conclusion and Next Steps

Congrats! You now officially have all the info you need to create your very own website. Go you!

After working through this PDF, I hope you have the confidence to tackle your WordPress site. But, I know that it can all seem a bit overwhelming when you're just getting started. That's why I've created my Perfectly Planned Website Course and my Signature Six Week Launch with WordPress Program. These courses are designed to take the guesswork out of creating your website and give you more support in starting up your site. You'll go from zero web presence to sales-ready in under six weeks.

Go forth, WordPress queen, and create the site of your dreams.



Thank you!

I want you, the startup creative entrepreneur, the freedom seeker, to get out of your own way and hit publish on your dream website

TODAY!



hello@nicolatweed.com

www.nicolatweed.com
