

Website Planning Checklist

- Conduct keyword research to establish search engine optimization (SEO)
To support your keyword research, check out [Compass Digital Strategies](#), the simple keyword worksheet in this guide, and [Keywords Everywhere](#).
- Develop your brand message
Customers want to know what's in it for them, not to read you talking about how great you are. Developing a brand strategy can help a lot more than just your website. I'd give you a framework but there's already a great one in Donald Miller's *Building a Storybrand*.
- Check out your competitors
What are they doing well? What are they missing? Visit their websites and take notes.
- Choose a great domain
- Establish your goals
Use your keyword worksheet and my worksheet on page 3.
- Determine what pages you need
See my example on page
- Choose specific functionality
Do you want a scheduling feature, e-commerce, email sign-up? Plan that ahead to make sure you're purchasing products and software that do exactly what you want.
- Develop the website flow
See my example on page 4 of this guide.
- Plan what information goes on each page
Get templates for wireframes here.
- Choose photography
Line up your photographer for a branding shoot or check out [Jumpstory](#) for authentic stock photography or [Adobe Stock](#) for a large variety of images.



Basic Keyword Worksheet

Page	Keyword or phrase	Secondary keyword possibilities
Home		
About		
Service 1		
Service 2		
Service 3		
How it Works		
Contact		

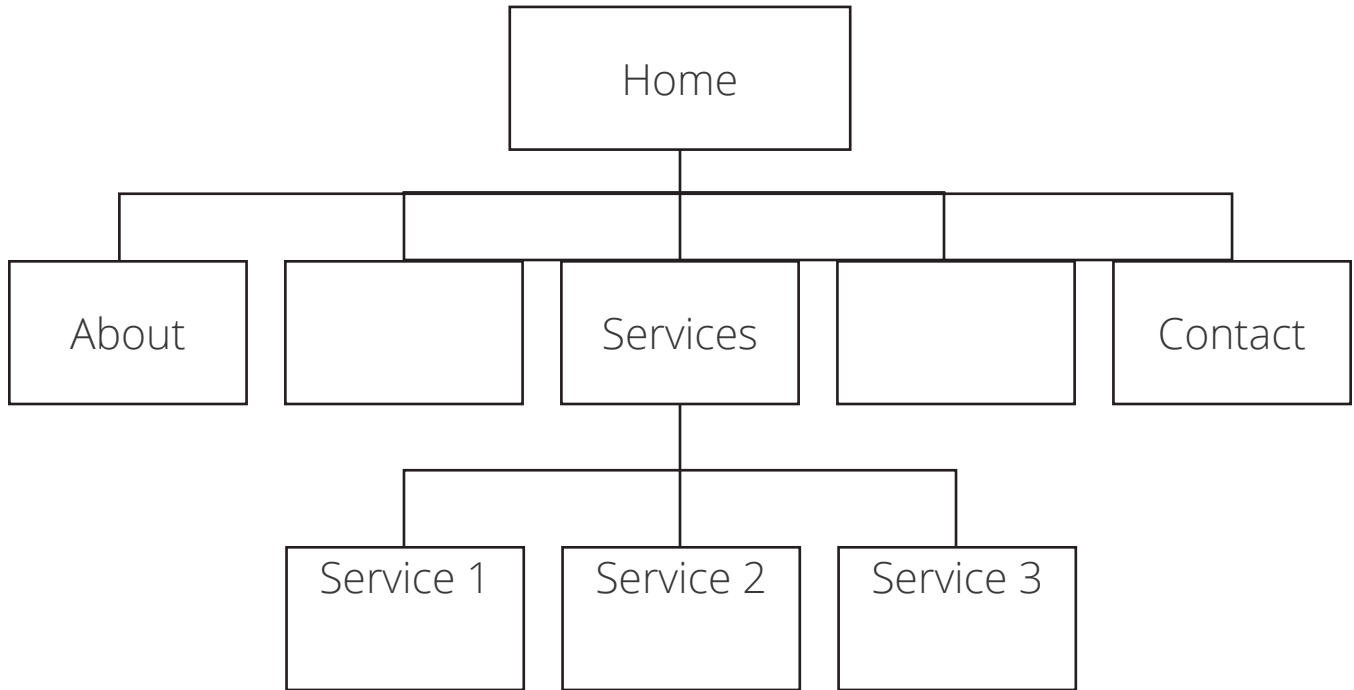


My Website Goals

Goals in order of priority	Website Component to accomplish this goal	Done



My Website Structure



My hope is that this simple guide will help you plan your small business website in advance, saving you headaches in the development process. I hope this checklist and worksheets provide your more ease and a more effective website. For more information, [check out this blog post](#). Happy planning!



Harmony Website Design LLC is a professional web design agency serving small businesses and non-profits in Tacoma, Washington and nationwide. Whether you're too busy for the website process, want to be 100% hands-on, or are somewhere in between, we'll build you a website that helps you reach your business goals.

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