

THE

Website

PLANNER



HAPPYHEARTHQ.COM

Just Starting Out



As a small business owner, I believe that the web is what you make it...and you CAN make it work for you! The Internet allows us to punch above our weight with the big guys. Print out your planner, get some highlighters and post-it notes, jot ideas down, get focused and plan ahead. You'll be amazed at the difference you can make to your business!

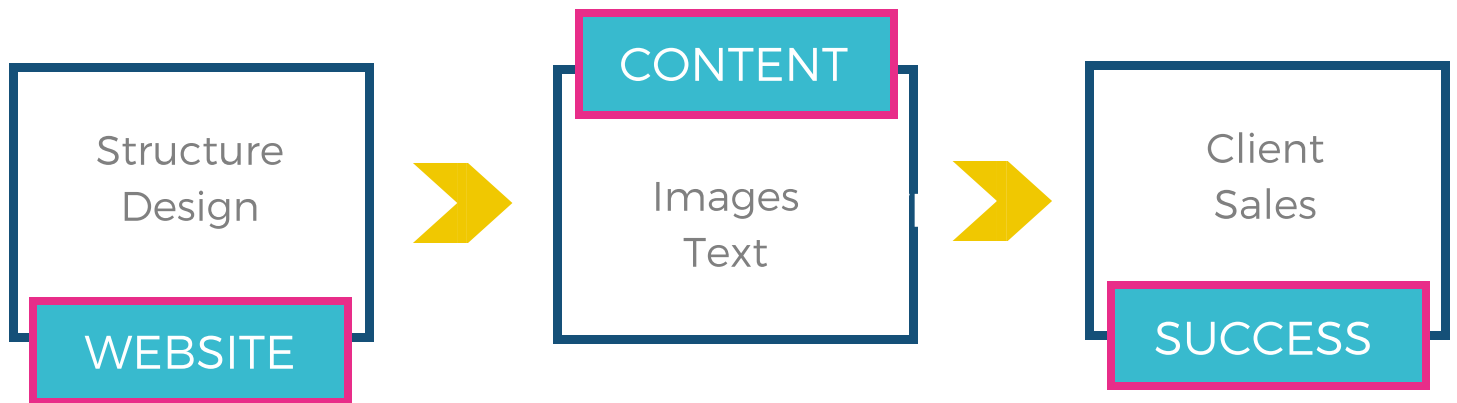
Enjoy.

Notes:

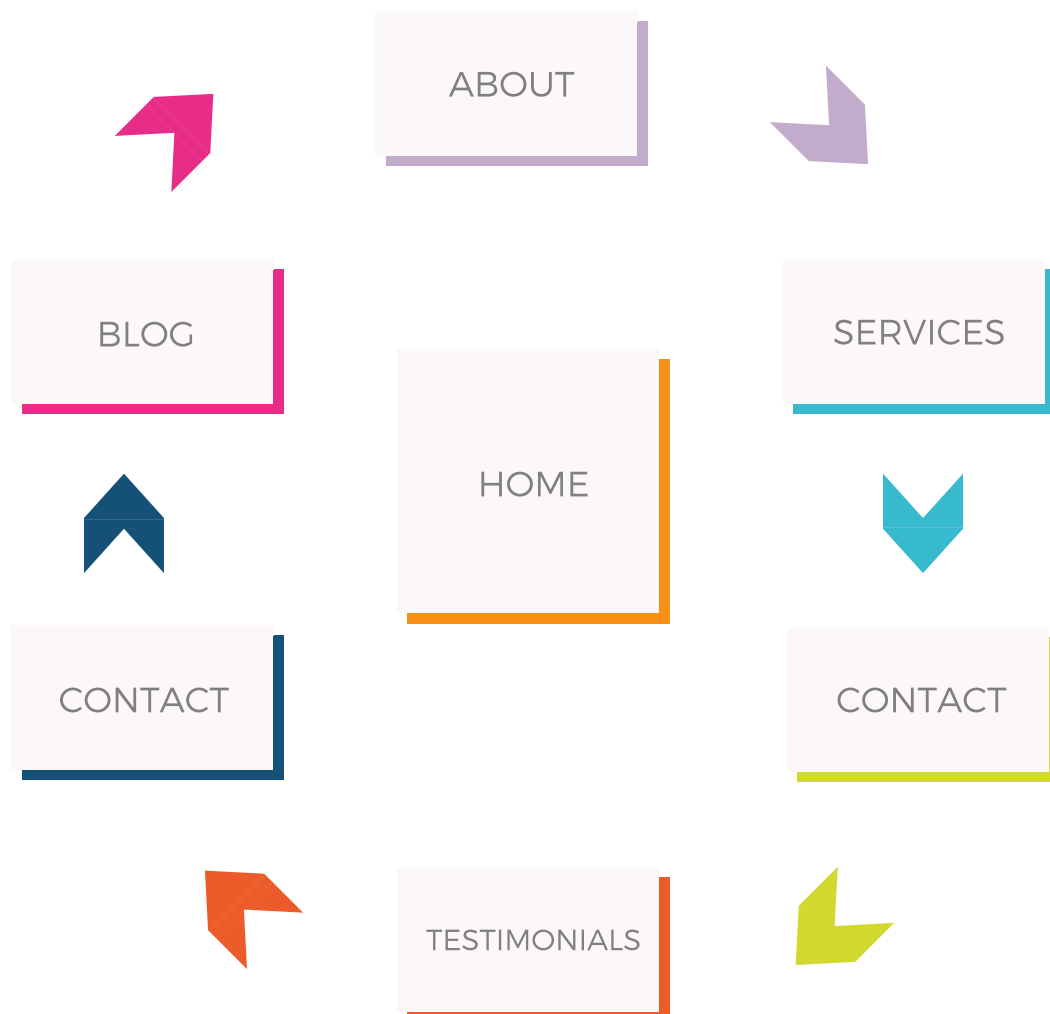
Map it out!



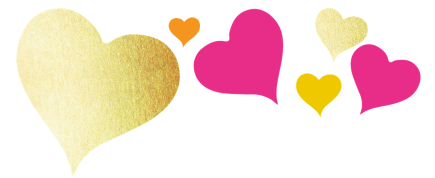
Ok... time to think about the overall plan!



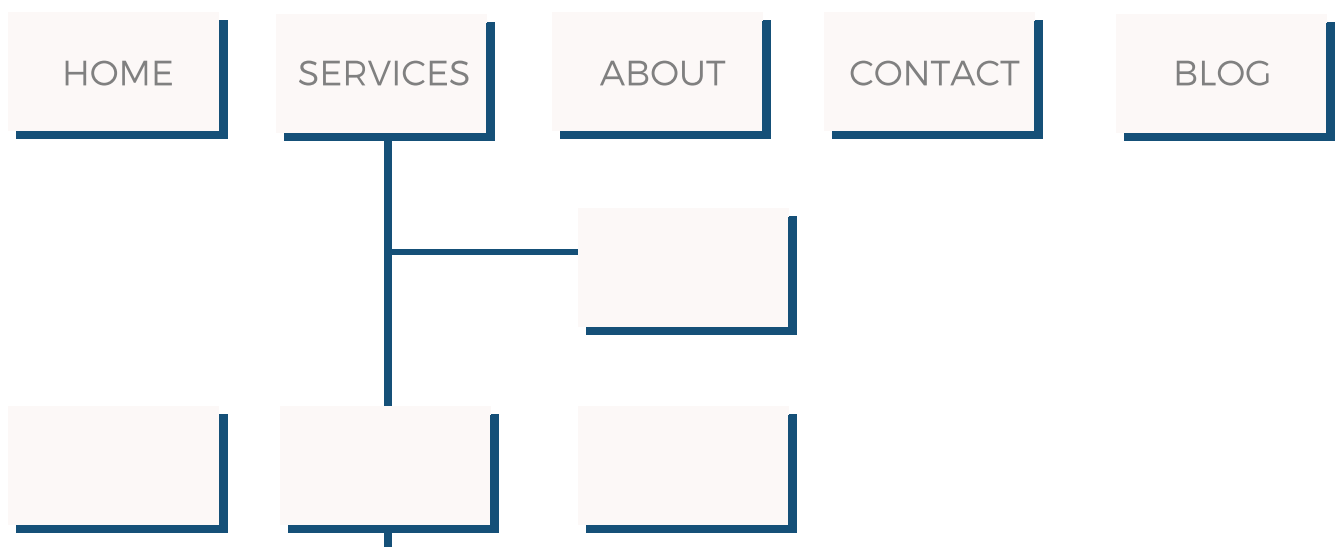
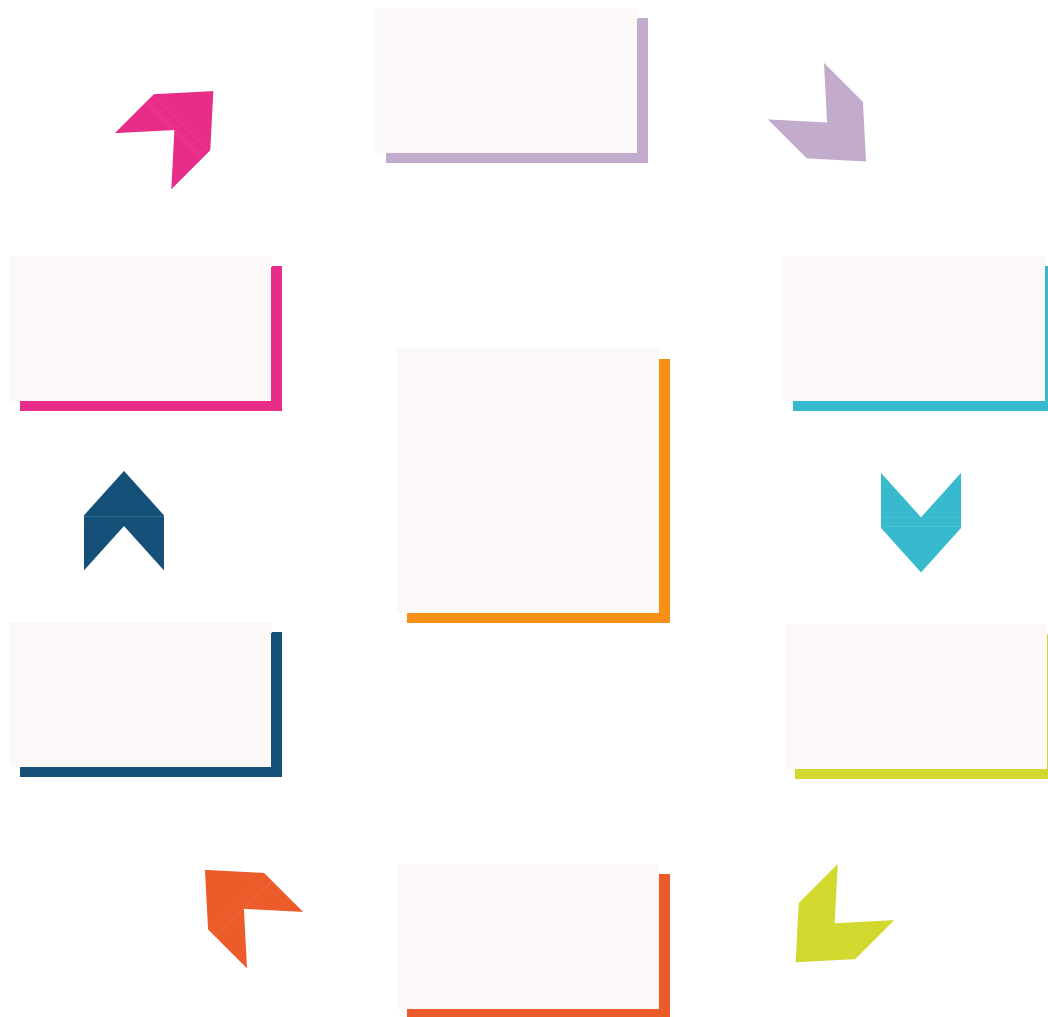
work out the pages you want to be included (example below)



My website structure.



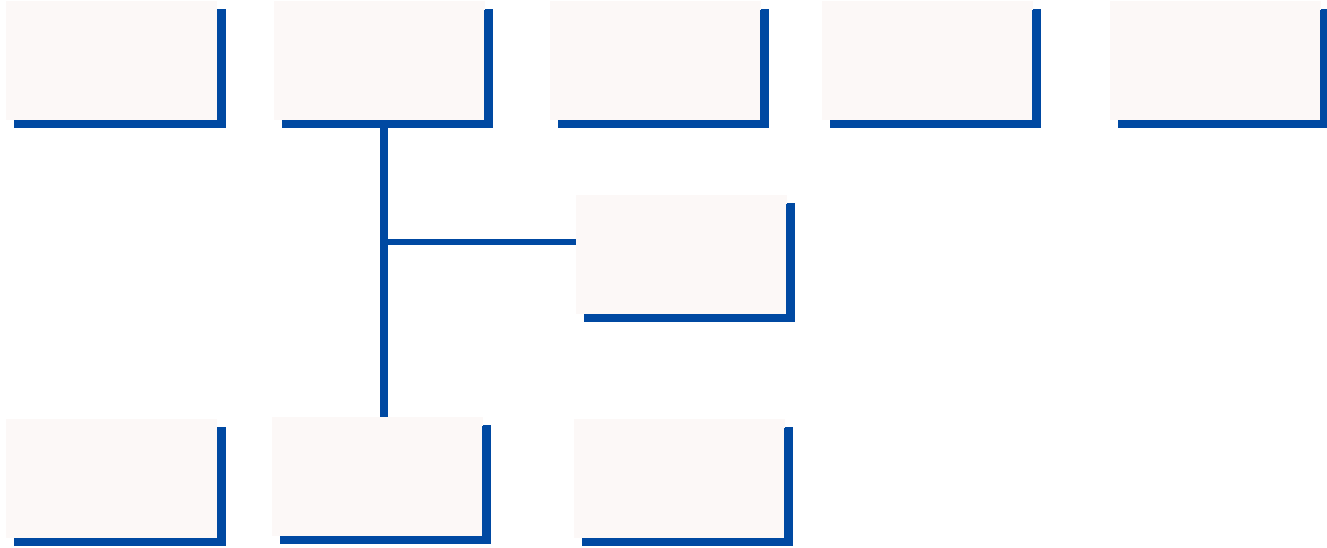
Pages to include



My site map



list all the pages you would like to use and plan out the order they should be displayed...



Notes..



Plan the layout

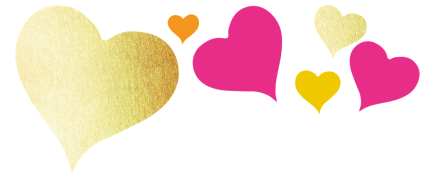


Have a think about how you want your website to look overall.

Notes:



Website layout



Already Got a Website?



Is it working for you?... Ask yourself the following...

Displaying up to date information?

YES NO

Branded to be inkeeping with your business now

Display an about you page that is accurate?

Have links to your social media profiles?

If yes do these links actually work?

Is the content on your site engaging?

Does it have a contact form and display your details?

Can people easily find your name?

The best possible representation of your business?

Does it have a blog?

Are you using video?

Is it SEO optimised for Google?

Is it mobile friendly?

Plan ahead.



Like everything, you can't do it all overnight. Plan in when you can realistically do this work, get it in your diary and commit to getting it done!

