



# THE COMPLETE WEBSITE WORKBOOK

The Complete Website Workbook is a comprehensive and interactive guide designed to assist individuals in gathering all the essential information and content required to envision, plan, and create a successful website.

Whether you are a beginner or have some experience creating a website, this workbook will streamline the entire process, empowering you to bring your website ideas to life.

This meticulously crafted workbook serves as a practical companion, providing a structured framework to organize your thoughts and creative assets.



CLIENT: \_\_\_\_\_

CONTACT INFO: PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PROJECT DUE DATE: \_\_\_\_\_

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# HELLO!

Thanks for using **THE WEBSITE WORKBOOK**. This interactive workbook will help you think through and gather all the information you need to create your website.

## GET THE MOST OUT OF THIS WORKBOOK

THIS WEBSITE HAS A WORKING TITLE OF: \_\_\_\_\_

THE TARGET AUDIENCE I WANT TO REACH IS: \_\_\_\_\_

### MAKE A LIST OF GOALS YOU WANT TO ACHIEVE BELOW

Make sure you include smaller goals that will help you reach your larger goals.

### GIVE YOURSELF DEADLINES FOR EACH OF YOUR GOALS

When your website will go live etc. Giving yourself a due date helps you to organize your time better.

_____	_____
_____	_____
_____	_____
_____	_____
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### DECIDE IF AND WHAT YOU SHOULD OUT SOURCE

Look at your strengths and decide what you can use help on. I can't tell you the number of times I have had clients come to me after spending hours and hours on their websites and they are still not happy with it. It will save you time and money in the long run to do it right from the beginning than to have to keep redoing it, and this includes the site's content.

### YOU MIGHT ALSO CONSIDER HIRING A:

copywriter or copy editor

LETS START WITH A BRAND AUDIT TO SEE WHERE YOU ARE AND WHERE YOU WANT TO BE.

	DON'T NEED	NEED	NEEDS UPDATED	HAVE	<i>Use this space to include information such as taglines, site addresses, user names, notes etc.</i>
<b>NEEDED FOR WEBSITE:</b>					
Style Guide					
Brand Fonts					
Brand Colors					
Main Logo					
Tagline/Slogan					
Brand Statement					
Photos of Product or Service					
URL for Website					
<b>OTHER ITEMS THAT MIGHT BE NEEDED FOR YOUR WEBSITE:</b>					
Secondary Logo <i>(Simplified, or Alternate Version)</i>					
Logo Formatted For Social Media					
Current Website					
Blog					
Social Media Accounts <i>(You may not have all of these, only use the ones that connect you to your target audience):</i>					
Facebook					
Twitter					
Instagram					
Pinterest					
Youtube					
LinkedIn					
Other					
Well-Written and Approachable Bio					
Professional Photos of You					
Blog Post Image Template					
Social Media Image Templates					
Brochure					
Product Packaging Design					
Other:					

If you are rebranding your website, review this list of items that make up your online presence. Make notes on things you need or want to change, as well as things you love and want to keep. Ask trusted friends, colleagues, or mentors to give you feedback in some of the areas below as well.

## WEBSITE

**DID YOU PUT YOUR CURRENT WEBSITE ONLINE JUST BECAUSE YOU NEEDED SOMETHING?**

Yes    No

**DO YOU THINK YOU ARE ATTRACTING THE RIGHT CUSTOMERS?**

Yes    No

**HEADSHOT ON WEBSITE:** What does it communicate? Do I seem capable and approachable? What does my expression say to my audience?

**ABOUT PAGE:** Does it convey my personality? Does it communicate my concern for my clients/readers?

**CONTACT PAGE:** Does it include ways to contact me that my audience prefers? Does it answer common questions? Does it look good? Are the instructions clear?

**PRODUCTS/SERVICES PAGE(S):** Do they communicate benefits to my clients? Are they aesthetically pleasing? Do they make sense and look good in relation to the amount of money I'm asking people for?

**SIDEBAR/HEADER/FOOTER:** Have I made search functions easy to find? Are my social media links prominent? Have I drawn attention to my best free resources? Is it easy to navigate?

**NAVIGATION MENU:** Are all the necessary options there? Is it too crowded? Are there links for each of the top needs someone has when they land on my site?

**WEBSITE/BLOG CATEGORIES:** Do my categories make sense to my audience? Have I made it simple to navigate through each category? Is there a way to more attractively/prominently display my categories of posts/resources?

**NUMBER + QUALITY OF BLOG POSTS OR FREE RESOURCES ON MY SITE:** Do they communicate something new? Do they include extra goodies/downloads? Do they reflect my professionalism and capabilities? Would I buy from the person I'm portraying?

**HOME PAGE AND LOAD TIME:** When someone first lands on my site, how long does it take to load? What are the first things they'll see? Is there enough information to explain who I am and what I do? Are the graphics and layout attractive enough to keep people on my site? Does my site appeal to the people I most want to reach? Have I gotten a second opinion?

## SOCIAL MEDIA

Do my SM handles/URLs match as much as possible? Do I use the same profile image across all platforms?

Do my taglines and cover photos all seem to belong to the same brand?

Have I deleted any pins, links, or other posts that don't work?

Are all my profile links updated to my current site(s)?

Do all of my images (from Instagram or otherwise) reflect the brand or quality I want them to?

Have I recategorized all my important videos and pins to include keywords my audience searches for? Do all my items have accurate titles and descriptions? Do the titles make my audience want to click on them?

Other:

NOW THAT  
WE KNOW  
WHERE  
YOU ARE

LET SEE  
WHERE YOU  
WANT  
TO BE

A brand position statement, much like a mission or vision statement, helps define direction and essence of the company. The difference to note, is that the mission is about the values and purpose of the company; the vision is about where you see the company going; the brand is about how you want the consumer to see the company and how it is different from others.

**WHY IS THIS IMPORTANT?** Your brand statement/position keeps the rest of your branding in line. It is important to convey a consistent image to your consumers.

*Write out your mission and vision statements so you can see the difference as you are writing your Brand statement.*

Mission Statement:

Vision Statement:

## CRAFTING YOUR BRAND STATEMENT

*(If you already have one please fill it in below)*

Who are your target customers?

What is the problem you are fixing?

What is your solution?

What sets you apart from competition?

**Now combine them to create you brand statement:** *(Ex: To adults suffering from a variety of cold and/or flue symptoms, NyQuil is the original soothing night-time cold medicine that effectively relieves symptoms so you can sleep through the night.)*



Creating a mood board is a great place to start for inspiration, whether you just collect physical samples of brands and styles that you like or you create a Pinterest board.

## COLOR PALETTE

I recommend having 2-3 main colors and 3-4 accent colors. Make sure you include dark and light colors. Picking colors is not an easy task for some people. Reference your mood board, do any particular colors stand out to you? If you are still struggling, check out [coolers.co](https://coolers.co) for inspiration. Or to find the hex values for current colors, you can upload an image here: [imagecolorpicker.com](https://imagecolorpicker.com).

Are you happy with your current colors?    Yes    No

Hex codes for current colors you would like to keep:

Hex codes for colors you are thinking about:

## COLOR PREFERENCES

Monochrome (*shades of one color*)    Neutrals with Pop    Bold and Bright  
Triad (*colors that are evenly spaced around the color wheel e.g. purple, orange, green*)  
Analogous (*colors that are next to each other on the color wheel e.g. red, orange, yellow*)

## FONTS

I recommend fonts with at least 2 different weights and the italics (i.e. regular, italic, bold, & bold italic), especially for the body text. Typically you should have 1 serif (e.g. Garamond), 1 san-serif (e.g. Arial), and possibly a script or decorative font. Opposites generally attract with fonts, so a short, fat, serif pairs well with a tall, skinny, sans-serif. Consult your mood board for more inspiration, or to find specific fonts check out sites like [fontspace.com](https://fontspace.com) or [dafont.com](https://dafont.com).

Are you happy with your current typefaces?    Yes    No

Names of current fonts you would like to keep:

Names of fonts you are thinking about:

## DESIGN ELEMENTS

Choose your design or brand elements. These include lines, shapes, icons, buttons etc. that are repeated throughout your brand, helping to create that consistent style. They are there to help enhance your brand so it looks more consistent.

## TEXTURES

Choose your textures/patterns/ backgrounds. You can feature these in your website, use them for social media images, blog images etc., much like the brand elements these help maintain consistency across your brand. 2-3 textures should be sufficient. When choosing your backgrounds try to make them all have something similar. Whether they are all the same color, but different texture, all the same texture with different colors, or maybe they are all similar floral textures. My favorite place to find textures is [subtlepatterns.com](https://subtlepatterns.com).

## CREATE A STYLE GUIDE

Now combine all of the above into a single document for a simple style guide, including the different font weights and the color breakdowns for RGB, CMYK, Hex, and Pantone. For a more in depth style guide, you can explain how the different brand elements are to be used. (e.g. how big the body font should be in print and on your website, or what the headers should look like in your blog, or how the social media images should look, the size and position of your logos).

## DOMAIN

A “domain name” is the website address, such as yourwebsite.com, and provides valuable branding for your site, making it easier for people to find you. Your domain name should match, or compliment your company name. Avoid the weird extensions and go with .com, .net or .org (for non-profits) unless they perfectly describe what you have to offer. If someone is recalling your site from memory, most will automatically assume the .com at the end—so people may not find you if you use a really different domain extension.

### TIPS FOR CHOOSING A DOMAIN:

Is it brandable?

Is it memorable? Short, punchy and clear domain names are much easier to remember.

Is it catchy?

There’s one rule that always applies to domain names: If you like it, go for it.

## PROFESSIONAL EMAIL

You can set up an email with your domain name at the end. This email can be used with many of your favorite email services, like gmail and outlook. Plus, emails like olivia@6mixx.com looks so much more professional than olivia123@gmail.com right? You can add on this service through your hosting company, gmail or microsoft directly, or if you already own a domain and pretty tech savvy, you can access this through your control panel (most likely siteaname.com/cpanel).

## PLATFORM

There are so many options out there now, but an easy way to create your website is Wix.com. If you aren’t afraid of a challenge, Wordpress is also a standard platform.

### BENEFITS OF WIX AS A PLATFORM FOR BEGINNERS

- Easy to edit
- Hosting is included
- Mobile friendly
- Built in widgets allow you to do everything in one place, no need to go through a bunch of other websites
- Super customizable
- Free domain
- Blog
- Built in SEO has improved
- Ecommerce
- Very affordable

WHAT IS THE GOAL OF YOUR WEBSITE:

TARGET AUDIENCE IN DEPTH: *(Age, gender, race, location, income, occupation, attitudes, beliefs)*

DESCRIBE THE FEEL & TONE YOU WANT YOUR WEBSITE TO HAVE:

OTHER WORDS THAT DESCRIBE YOUR COMPANY:

## FEATURES

Single Page with Sections OR Multi-Page Standard Site OR Website  
RESPONSIVE COLLAPSABLE BLOG SOCIAL MEDIA TAGS SOCIAL MEDIA FEEDS  
TRACKING & ANALYTICS MEMBERSHIP ACCESS SUBSCRIPTION COLLECTION  
EVENT REGISTRATION/SIGN UP FORM OR LINK DOWNLOADABLE DOCUMENTS FOR SALE  
DOWNLOADABLE DOCUMENTS FOR FREE FREE DOWNLOAD WITH EMAIL SUBMISSION

## CONTENT

DO YOU ALREADY HAVE CONTENT READY FOR YOUR WEBSITE?

*(i.e. written copy, pictures, videos, etc.)*

ARE YOU HAPPY WITH YOUR CURRENT COPY? Yes No

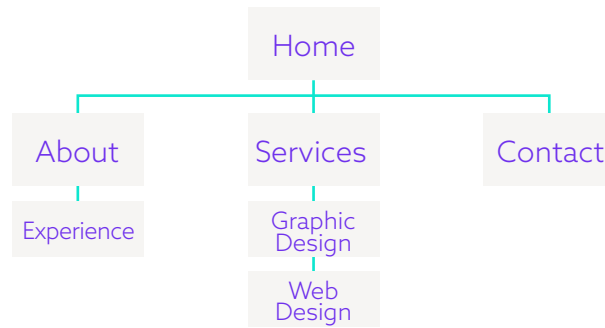
ARE YOU HAPPY WITH YOUR CURRENT IMAGES? Yes No

Make a list of pages you will need on your Website. Usually 7 is a good number. Then complete your site map. Order your items as desired on the website, flowing from left to right.

This could include, but is not limited to:

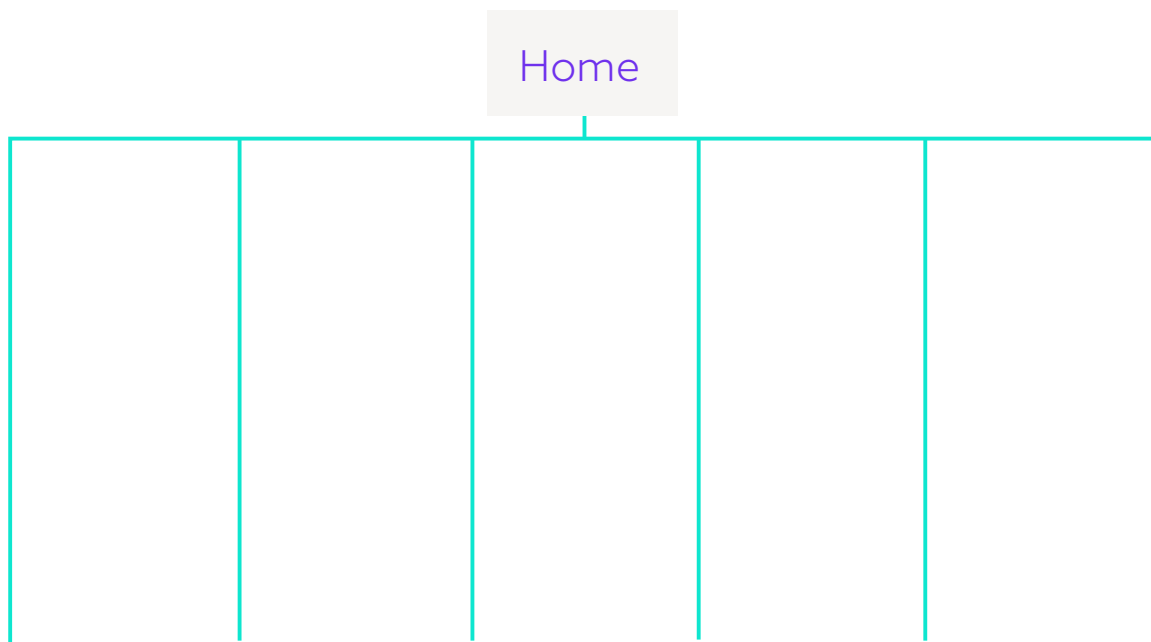
- Home page
- About
- Contact
- Services
- Blog
- Store
- Privacy policy
- Terms of use
- Features/Benefits
- Testimonials
- "Meet the Team"
- Facts
- How It Works

**EXAMPLE:**



**FILL IN YOUR SITE MAP:**

MAIN MENU ITEMS:  
 SUB PAGES:



*Keep your content clean, concise, and to the point.  
Almost half of online sales are lost because sites are too cluttered.*

## RECOMMENDED ITEMS FOR YOUR HOMEPAGE:

### HEADLINE:

You need a strong headline. The user needs to be able to understand your offer in less than 5 seconds.

### SUB- HEADLINE: *(optional)*

### BRIEF DESCRIPTION:

### SUPPORTING IMAGES OR VIDEOS:

### BENEFITS:

Your audience has a short attention span. Use bullet points to get the information across quickly.

### TESTIMONIALS:

Build trust with your audience using testimonials or logos of companies that use your product or service.

### FORM FIELDS:

Only ask for what you really need. 3-5 fields is the sweet spot for getting the most leads.

Name    First Name    Last Name    Email    Phone    Company  
Title    Lead Source    Timeline

### CALL TO ACTION BUTTON:

What do you want your call to action button to say? Use first person when possible for better conversion e.g. "Start My Free Trial." Other examples include: "Download Now," "Get my free \_\_\_\_\_," "Join the mailing list," "Click Here," "Go."

## ADDITIONAL HOMEPAGE CONTENT IF NEEDED:

Please note any images, downloadable items, visuals, video, or audio you would like on this page.

TEXT:

NOTES:

## PAGE: ABOUT

Please note any images, downloadable items, visuals, video, or audio you would like on this page.

TEXT:

NOTES:



## ITEM: CONTACT

Please note any images, downloadable items, visuals, video, or audio you would like on this page.

TEXT:

NOTES:

CONTACT INFO:

Name:

Address:

Email:

Phone:

Show Map

Contact Box

**PAGE:**

Please note any images, downloadable items, visuals, video, or audio you would like on this page.  
Duplicate this page as needed

**TEXT:****NOTES:**

Gathered Any Logos

Gathered All Images

Included Any Taglines

Included Link to Current Website

Included Links to Social Media

Filled out Brand Statement

Included Any Current Brand Colors

Included Any Current Brand Fonts

Set Up Platform

Completed Your Site Map

Filled In Your Content

## NEXT STEPS:

You are ready to start putting your website together!

If you are struggling with the content or are nervous about designing your own website, 6Mixx is here to help. Contact us today for a free consultation.

[www.6mixx.com/#free-consultation](http://www.6mixx.com/#free-consultation)