Planning
Your New Website

A simple checklist to help you get clear on what you need

MARKETING ANGLE

What do you want your website to do?

Pick one main goal first

What's the #1 thing you want people to do?
(call, fill out a form, register for a webinar, buy)

What are 1–2 "nice-to-have" actions?
(email signup, download, directions)

How will you know it's working after launch?
(more calls, more quote requests, more booked appointments)

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Who are you trying to reach?

List your top 3 visitor types

⊕ **Who are they (role or situation)?**

⊕ **What are they hoping to find quickly?**

⊕ **What questions do they have before reaching out?**

⊕ **How do they usually find you?**

⊕ **Are they mostly on a phone or computer?**

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If someone only reads one sentence, what should it say?

We help [who] get [result] by [how]

- ✓ What makes you different (in plain language)?

- ✓ What should people understand in the first 5 seconds?

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Help people **trust** you

What will make someone feel confident choosing you?

- 🛡 **Reviews and testimonials (with details).**
- 🛡 **Examples of work / results / case studies.**
- 🛡 **Credentials, awards, years in business.**
- 🛡 **A simple "Here's what happens next" explanation.**
- 🛡 **Clear fit: who you're best for.**

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What content do we need?

Let's list what stays, what goes, and what's missing.

(+) **What pages do you already have that are still useful?**

(+) **What should be removed or combined?**

(+) **What questions do people ask that need a page?**

(+) **Who will help provide writing, photos, and approvals?**

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What matters most?

Let's prioritize the pages and topics that drive business

What are the top 3 things customers want from you?

What services/products matter most to your business?

Do you have an easy "starter" offer that leads to bigger work?

Who are your competitors (and what do you like about their sites)?

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Make it **easy** to take the next step

Don't make visitors guess what to do next

What should people do on each key page? (Call, book, request a quote, etc.)

What info do you truly need on your form?

Do you want scheduling, quote requests, payments, downloads, newsletter signup?

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Modern website basics

These are the things users expect
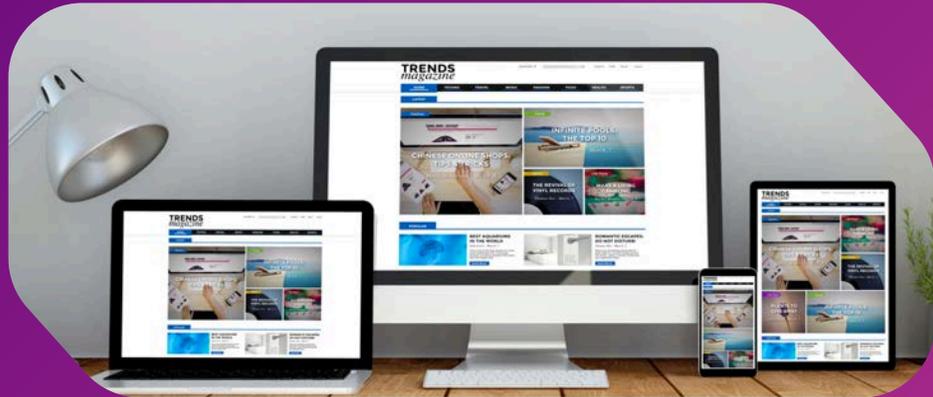
- ✓ **Works great on any size screen**
- ✓ **Loads fast**
- ✓ **Easy to read and use (for everyone)**
- ✓ **Safe and secure**
- ✓ **Tracks important actions (calls, forms, bookings)**

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Behind-the-scenes details

Who owns the accounts and where do leads go?

(+) **Who owns the domain, hosting, and website logins?**

(+) **Where should form submissions go (email, CRM, inbox)?**

(+) **What tools need to connect? (email marketing, scheduling, payments)**

(+) **Who updates the site after it launches?**

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Launch plan

Let's make launch smooth — and protect what's already working

- 🚀 **Test the site on phones and computers**
- 🚀 **Test forms (and spam protection)**
- 🚀 **Make sure old pages redirect to new pages (so you don't lose traffic)**
- 🚀 **Confirm tracking is working**
- 🚀 **Set a plan for improvements after 30 days**

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Need help?

Want help turning this checklist into a plan?

We can help you organize your content, map out pages, and build a website that's clear, trustworthy, and easy to use.

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www.marketing-angle.com

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