



The Complete Website Planning Checklist

46 content ideas that will help your website outperform the competition

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Building a new website isn't as easy as snapping your fingers.

(But damn, that would be incredible if it was!) Whether you're redesigning an existing site, or starting anew, there's a lot to plan out. We believe the most important phase of any website project is creating the content. Who are we talking to? What do they care about? How do our products or services help them?

This all becomes much easier when you realize that the right words have everything to do with your customer's problems, their needs, and their aspirations. This may be a 180° shift from where your marketing is currently, but a shift that will make a huge difference for your company.

The goal of this checklist is to give you a list of the small things that, when combined, will have an exponential impact on the performance of your website.

We've broken this list down into these categories: **Strategy**, **Content**, and **Marketing**.

Happy website building!

Sincerely,

Matt Carroll
BigBigStory



Strategy

- 1** Are you clear on the purpose of your website and how it fits into your overall marketing plan?
- 2** Do you understand your target market and their needs, wants, desires? Do you understand what is keeping them from getting what they want? What keeps them awake at night?
- 3** Have you interviewed past clients to understand why they did business with you? What were their pain points before buying?
- 4** Have you done research on the keywords people are searching to hire a business like yours?
- 5** Have you created a messaging guide for your business that clearly communicates how you want to talk about your product or service? Is this guide simple to understand and something you can use to direct all your marketing efforts?



Content

WEBSITE HEADER

- 6 Does your headline communicate clearly what you offer?
- 7 Is it clear how your product or service will make your customer's lives better?
- 8 Is it clear how to buy your product or service?
- 9 Does the header image display the aspirational success of your target customer?



Content

CALLS TO ACTION

- 10** Is it clear to your audience what their primary next step should be? This should be your direct call to action displayed on a clear and obvious button on your site.
- 11** Does your direct call to action communicate clearly what their next step is? For example “Buy Now” or “Schedule a Call” or “Book a Session” or is it passive like “Learn More” or “Contact Us”?
- 12** Is your direct call to action button displayed in the top right corner of your website and multiple times throughout your site?
- 13** Do you have a transitional call to action (a lead-generating PDF, video, free demo)? Is it accessible from your homepage in the form of a pop-up, banner ad, or form?



Content

VALUE PROPOSITION

- 14** Do you clearly communicate 3 or 4 things your customer will get as a result of engaging with your brand?
- 15** Are these displayed with icons or graphics with bold titles above their descriptions?
- 16** Do these communicate success or the value your product or service brings?



Content

PROBLEM & SOLUTION

- 17** Does your website communicate the problems your customers are facing and how you understand those problems?
- 18** After you talk about your customer's problems do you clearly communicate what you offer that will be the solution? Are your products and services broken up into a few categories that can be simply explained and displayed?



Content

TESTIMONIALS

- 19 Do you have 3-4 great testimonials?
- 20 Are your testimonials well written or are they full of fluff?
- 21 Have you sent your past clients a questionnaire that really understands the problems they faced before buying and the success they had after buying? Use this content to create better testimonials.



Content

THE PROCESS

- 22 Is it clear to the website browser how your product works? What does the customer need to do in order to use your product or experience success?
- 23 Is the plan displayed in 3-4 easy steps?

THE STAKES

- 24 What's at stake if the website browser doesn't buy? Is this communicated anywhere on the website?
- 25 Are you able to convey how your customer has spent too much time or money in the past and how your product or service solves it?



Content

PACKAGE OPTIONS

- 26 Are your products or services put into a few packages that are easy to understand?
- 27 Does each package have bite-sized breakdowns of your product or service?

NAVIGATION MENU AND FOOTER

- 28 Is your navigation bar free of links that aren't absolutely necessary?
- 29 Are all the links in your navigation bar super clear about what they actually are taking your customer to?
- 30 Are all other links, and a clear sitemap, in the footer of your website?



Content

ENTIRE WEBSITE

- 31** People don't read websites, they scan them. Is your text minimal? Is the site visually laid out well?
- 32** Have you evaluated the flow of the website? Does each section flow to the next in a way that makes sense?
- 33** Does your website talk mostly about your brand? Or does it strike a balance between your brand and your customer?
- 34** Do the images on your website display the aspirational success of your customer?



Marketing

SEO

- 35 Have you tested your website for load speed?
- 36 Have you tested how your website looks on all sized devices and on different types of website browsers?
- 37 Have you written meta descriptions that are full of the keywords your website browsers are searching for?
- 38 Do all of the images on your website have alt tags?
- 39 Do your headers have appropriate H1 tags, H2 tags, H3 tags, etc.?
- 40 If this new website is replacing an old website, have you set up 301 redirects to make sure browsers don't click on an old link that leads them to an error page?



Marketing

MARKETING

- 41 Do you have a plan to drive traffic to your website?
- 42 When people come to your website do you have a way to capture their email address?
- 43 Do you have a plan to nurture your email list with continual value over time?

TRACKING

- 44 Have you set up google analytics on your website so you can track who your site visitors are, the pages they visit, and how long they are on your website?
- 45 Have you set up a Facebook Pixel or LinkedIn Pixel so you can optimize ads in the future?
- 46 Have you set heatmap software to observe and measure the website behavior of your website visitors?

Wanna build the best damn website possible? Of course you do.

But too many small businesses struggle to market themselves effectively. Our compelling websites & clear strategies will focus your message, grab your customer's attention, and spark growth in your business.

Schedule a call today:

bigbigstory.com



"I needed to get a quality website up quickly as I started a new venture. After only 3 months of having the website up, I had already reached my year-2 client goals, so now I can dream bigger! BigBigStory has a quality process that helps distill the main message in a way that will resonate with your audience."

Michelle Kaufman
prioritasfinancial.com



"I've always dreaded writing content for my business. It's time-consuming and I should be focused on other things. When I work with Matt and his team, they create the connections and clarity I desperately need in order to sell more and grow my company. Now the content game is fun - in fact it excites me knowing that BigBigStory is pointing things in the right direction. BigBigStory helped us launch a new website, build landing pages, design lead generators, write email campaigns, and so much more."

Steve Perkins
greenhouseculture.co

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Grow your business with a clear marketing strategy + killer website