



Web Makers
Circle™

THOUGHTFUL WEBSITE DESIGN

Helping you PLAN
your entire
Online Presence





Web Makers
Circle™

YOU DO NOT HAVE TO FIX EVERYTHING AT ONCE

FIRST, choose the area where the friction you're feeling is the loudest, and start there. Then move to strengthen the other areas.

The four areas of this course are interdependent – but everyone who comes to Thoughtful Website Design begins from their own unique starting point.

This is not a typical linear course. It's a design lab that lets you choose your own adventure, and work first on the part of your site YOU need the most help with.

The next slide shows the 4 main areas you'll want to consider.



Web Makers
Circle™

Choose the area that speaks most loudly to you,
then **CLICK THE BUTTON** to see more details.

1. SAY IT CLEARLY

I need more
CLARITY

What am I trying to say?
Who am I talking to?
Does my website create trust?

3. KNOW WHAT TO PUT WHERE AND WHY

I need BETTER
ORGANIZATION

What journey do I want people to walk with me?
Is my content organized to support this path?
How do I make the next YES easy?

2. ALIGN IT VISUALLY

I need better
VISUALS

Does my site feel like me?
Does it resonate with my audience?
Does the design work to build trust and
understanding?

4. MAKE IT WORK RIGHT

I need help
WITH MY TECH

Do I have the right tools, functionally?
Do my tools work well together?
Is my tech stack intentionally designed? Or is it
accumulated by accident?

1. SAY IT CLEARLY

Go Back to
the 4 Areas

Can I explain what I do in one sentence? No rambling.

Will my ideal client immediately recognize themselves on my homepage?

Do I know the single main action my site is meant to drive?

If you said no to any of the three questions above, **start in the Clarity section.**

You will:

- Define your audience niche very specifically
- Clarify the TRANSFORMATION your business provides
- Align your message with the psychology of your customers' needs
- Start to establish the hierarchy of your messaging
(which you can refine in the customer journey section.)



2. ALIGN IT VISUALLY

Go Back to
the 4 Areas

When someone lands on your site, is it immediately clear where to look first?

Does the design make it easier to understand your message – or harder?

Does your site feel calm and intentional – or busy and performative?

Would a first-time visitor feel oriented within 10 seconds?

If you need help with any of the four questions above, start in the Visuals section.

You will:

- Define a cohesive visual direction and vibe
- Organize the layout to align with your messaging priorities
(*which you can refine in the customer journey section.*)
- Use spacing and structuring intentionally – especially on the mobile layout
- Choose and use imagery that strengthens trust



3. KNOW WHAT TO PUT WHERE AND WHY

Go Back to the 4 Areas

When someone lands on your homepage, is the next step obvious?

Do you have multiple CTA (calls to action) competing for attention?

Getting site traffic, but no conversions because people are bouncing?

If the path for your visitors is NOT obvious, **start in the Journey section.**

You will:

- Map awareness → consideration → decision points to your content
- Clarify the purpose of each page and section of your site
- Create a simple, journey-aligned site map
- Learn how to reduce friction, confusion, and analysis paralysis for your site visitors



4. MAKE IT WORK RIGHT

Go Back to the 4 Areas

Do you understand what each tool in your stack is responsible for?

If something breaks, do you know where to look to fix it?

Could someone else step in and understand your tech setup?

Do you have access to, or ownership of all the tools in your stack?

If the architectural clarity of your tech is muddled, **start in the Tech section.**

You will:

- Understand the difference between foundational layers of your digital business platforms
- Clarify what your website can and cannot do
- Identify which tools you really need, and which ones are not necessary yet
- Design automations that match your customer journey
- Reduce tech complexity through consolidation and accurate documentation
- Begin to create a sustainable, manageable, tech ecosystem that works

