

THE INTENTIONAL WEBSITE PLANNING WORKBOOK

*Create a website that feels aligned, elevated, and designed
to attract your ideal clients.*

A strategic planning experience for wellness entrepreneurs

MARITESBALILI.COM



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A guided journey toward a clear, aligned, and effective website.

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Welcome

WELCOME

Your website is more than an online presence —
it is the energetic home of your brand.

This workbook will guide you through the deep clarity work required to
create a website that not only looks beautiful but truly represents your
business and attracts aligned clients.

Move slowly. Reflect deeply.
There are no right answers — only authentic ones.

HOW TO USE THIS WORKBOOK

Set aside uninterrupted time to complete this experience.

Approach these pages as a strategic retreat for your business — not a task
to rush through.

Write from a place of truth rather than what you think your brand “should”
say.

You may complete the workbook in one sitting or return to it over several
days.

Consider creating a calm environment:
tea, soft music, a candle, or anything that helps you feel grounded and
focused.

Who This Is For — And Not For

Is This Workbook Right for You?

This planning experience was created for thoughtful, growth-oriented entrepreneurs who want a website that reflects the depth of their work — not just a collection of pages.

Take a moment to consider whether this resource aligns with your current needs and stage of business.

This Workbook Is For You If...

You are building a meaningful, service-based business and want your website to feel intentional, professional, and aligned.

- ✓ You are a wellness, coaching, or spiritual entrepreneur
- ✓ You value clarity, strategy, and thoughtful decision-making
- ✓ You want to attract respectful, aligned clients — not just more traffic
- ✓ You are willing to reflect deeply on your brand and direction
- ✓ You prefer calm, sustainable growth over quick fixes
- ✓ You are preparing to DIY your website with intention
- ✓ You are planning to work with a designer and want to be fully prepared
- ✓ You understand that a strong foundation saves time, money, and stress later

This Workbook May Not Be Ideal If...

This resource is not designed for rushed projects or purely aesthetic decisions.

It may not be the right fit if:

- ✗ You need a website immediately with no time for planning
- ✗ You are looking for step-by-step technical instructions
- ✗ You want a quick template solution without strategy
- ✗ You prefer surface-level exercises rather than deep reflection
- ✗ Your project is purely experimental or hobby-based
- ✗ You are not currently ready to invest time into clarifying your business direction

RESULTS YOU CAN EXPECT

- Clear understanding of your brand and direction
- Confident messaging aligned with your values
- Defined ideal client and positioning
- Strategic structure for your website
- Preparedness to DIY or work with a professional
- A calm, focused path forward

A Gentle Note

Clarity work can feel slower than jumping straight into design — yet it is what allows a website to become truly effective and supportive of long-term growth.

If you choose to move forward with this process, approach it with patience, curiosity, and honesty.

There are no perfect answers — only aligned ones.

The Intention Behind This Workbook

This experience was created to help you build a website that:

- Reflects your values and expertise
- Communicates your work with confidence
- Attracts clients who respect your time and energy
- Supports sustainable, meaningful growth

If this resonates, you are in the right place.

BEFORE YOU BUILD A WEBSITE...

A Note on Strategy, Clarity, and Intentional Growth

Your website is not simply a collection of pages — it is the digital expression of your work, your values, and the transformation you offer.

Before choosing colors, fonts, or layouts, the most important step is clarity.

A beautifully designed website without strategy may look appealing, but it rarely creates meaningful results.

An intentional website, built on deep understanding and purpose, becomes a powerful foundation for sustainable growth.

Take time to move through this workbook thoughtfully. The clarity you cultivate here will shape every decision that follows.

Why Strategy Matters More Than Design

Design communicates. Strategy directs.

Strategy answers questions such as:

- Who is this website truly for?
- What transformation does the business provide?
- What action should visitors take?
- How should the experience feel?
- What differentiates this brand from others?

Without these answers, even the most beautiful design can feel confusing, generic, or disconnected from your true work.

With strategy, design becomes intentional — guiding visitors gently toward trust, resonance, and action.

Your goal is not simply to have a website.

Your goal is to create a digital space that supports your mission and attracts deeply aligned clients.

Common Mistakes Wellness Brands Make

Many heart-centered businesses rush into building a website before developing clear foundations. This often leads to frustration, frequent redesigns, or attracting the wrong audience.

Common pitfalls include:

- Designing based on trends rather than alignment
- Trying to speak to everyone instead of a specific audience
- Focusing on aesthetics while neglecting messaging
- Listing services without communicating outcomes
- Using overly vague language that lacks clarity
- Creating a site that feels calming but not compelling
- Avoiding clear calls to action
- Understating value or expertise
- Attempting to DIY everything without guidance

If you recognize yourself in any of these, know that you are not alone. Awareness is the first step toward creating something far more powerful.

What Separates Amateur Sites From Premium Ones

Premium websites are not defined by luxury visuals alone — they are defined by intention, clarity, and client experience.

Amateur Websites Often:

- Prioritize appearance over purpose
- Feel cluttered or unfocused
- Use generic or interchangeable messaging
- Attract price-sensitive or misaligned inquiries
- Lack a clear journey for visitors
- Emphasize services instead of transformation

Premium Websites Tend To:

- Communicate a clear point of view
- Speak directly to a well-defined audience
- Emphasize outcomes and experience
- Build trust through thoughtful structure
- Feel calm, spacious, and intentional
- Guide visitors toward one primary action
- Reflect confidence without needing to “sell hard”

A premium website does not chase attention — it invites the right people closer.

Your Intention Moving Forward

As you complete this workbook, consider:

What kind of presence do I want to create online?

What kind of clients do I feel called to serve?

What level of growth am I ready to support?

Your answers will shape a website that feels not only beautiful, but deeply aligned with the work you are here to do.

Take your time. Move slowly. Let clarity unfold.

SIGNATURE FRAMEWORK

The Aligned Website Method

A Calm, Strategic Approach to Creating a Website That Truly Reflects Your Work

Great websites are not created through design decisions alone. They emerge from clarity, intention, and a deep understanding of the experience you want to create for your clients.

The Aligned Website Method is a thoughtful planning process designed specifically for wellness and spiritual businesses — those whose work is rooted in transformation, trust, and human connection.

Rather than rushing into visuals, this method guides you through the foundational elements that allow your website to feel cohesive, authentic, and quietly powerful.

When these elements are aligned, your website becomes more than an online presence.

It becomes a supportive extension of your practice.

The Six Pillars of an Aligned Website

1 — Essence

Clarifying the heart of your work.

This includes your core intention, values, philosophy, and the transformation you facilitate.

Your website should communicate not only what you do, but why your work matters.

2 — Audience

Understanding who you are truly here to serve.

Rather than appealing to everyone, an aligned website speaks directly to the people who resonate most deeply with your approach, energy, and expertise.

Clarity here prevents diluted messaging and attracts clients who feel like a natural fit.

3 — Offer

Defining what you provide and the outcomes clients can expect.

Clear, well-structured offers reduce confusion and build confidence.

Visitors should quickly understand how you can support them and what working together will feel like.

4 — Experience

Designing the emotional journey of your website.

Every element — structure, language, visuals, pacing — contributes to how visitors feel.

A premium experience feels calm, spacious, intuitive, and reassuring.

5 — Expression

Translating strategy into visual and verbal identity.

This includes imagery, color, typography, tone, and storytelling.

Expression should feel authentic to your brand while communicating professionalism and care.

6 — Action

Guiding visitors toward the next aligned step.

A thoughtful website does not overwhelm or pressure.

Instead, it offers a clear, gentle path forward — whether that is booking a consultation, exploring services, or joining your community.

PART 1 BRAND CLARITY

Define the essence of your business and the deeper purpose behind your work.

Your Mission & Purpose

Why did you start your business?

What transformation do you help clients achieve?

What impact do you hope your work will have over time?

What motivates you to continue, even when challenges arise?

Core Values

List the values that guide your decisions, interactions, and services.

Examples: integrity, compassion, excellence, simplicity, sustainability, authenticity, growth, presence.

Your core values:

Brand Personality

Describe how your brand feels to others.

Circle or write words that resonate:

Calm • Warm • Grounded • Luxurious • Minimal • Spiritual • Feminine • Professional
• Modern • Organic • Elegant • Empowering • Nurturing • Sophisticated •

Approachable

Additional descriptors:

Your Unique Approach

What makes your work different from others in your field?

Do you use a specific philosophy, method, or perspective?

Why do clients choose you instead of alternatives?

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

PART 2 — Ideal Client & Positioning

Clarify who your website is truly designed to attract.

Aligned Client Profile

Describe the clients you most want to serve.

Who are they?

What stage of life or business are they in?

What challenges are they currently facing?

What outcomes are they seeking?

Emotional Needs

How do your ideal clients want to feel during the process of working with you?

Examples: supported, safe, confident, empowered, understood, calm, inspired.

Misaligned Clients

Clarity about what you do NOT want is equally important.

What behaviors or expectations feel draining?

What situations create stress or miscommunication?

Who is not a good fit for your services?

Desired Investment Level

To create a sustainable business, your pricing must align with the clients you attract.

Minimum investment you want to receive for your core service:

What type of client can comfortably invest at this level?

How does your work justify this investment?

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

PART 3 WEBSITE STRATEGY

Define the role your website will play in your business.

Primary Purpose

What is the main goal of your website?

Rank the importance of the following:

Attract inquiries

Build trust

Educate visitors

Showcase authority

Sell services

Grow an email list

Share resources

Other:

Desired First Impression

When someone lands on your website, what should they immediately feel?

Calm • Inspired • Safe • Luxurious • Grounded • Empowered • Curious • Supported
• Clear

Additional feelings:

User Journey

After arriving on your homepage, what path should visitors ideally follow?

What pages should they visit next?

What information do they need before contacting you?

Success Action

What action defines a successful visit?

Submit an inquiry form

Book a call

Join your email list

Purchase an offer

Follow on social media

Other:

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

PART 4 CONTENT CLARITY

Clarify what you communicate and how you present your services.

Core Offer

Name of your primary service:

Who it is designed for:

Main transformation or result:

Key components or deliverables:

Secondary Offers (Optional)

List any additional services or products you provide.

Brand Voice & Tone

How should your writing sound?

Warm • Gentle • Professional • Spiritual • Educational • Empowering • Minimal •

Intimate • Authoritative • Friendly • Formal

Additional notes:

Key Messages

What ideas do you want visitors to clearly understand about your work?

Examples:

Your philosophy

Your process

Your expertise

Your values

Your approach to client care

NOTES

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Questions that emerged:

Next actions:

PART 5 VISUAL DIRECTION

Define the aesthetic direction of your website.

Overall Style

Describe your desired style:

- ☐ Minimal
- ☐ Soft & organic
- ☐ Natural
- ☐ Structured
- ☐ Luxurious
- ☐ Earthy
- ☐ Feminine
- ☐ Neutral
- ☐ Modern
- ☐ Spiritual
- ☐ Editorial

Additional description:

Inspiration Sources

List websites, brands, or visuals you admire.

- 1.
- 2.
- 3.

What specifically appeals to you about them?

Color Preferences

List colors you are drawn to or wish to avoid.

Preferred colors:

Colors to avoid:

Imagery Style

What type of imagery reflects your brand?

Light and airy

Moody and rich

Natural outdoor scenes

Studio photography

Lifestyle imagery

Abstract textures

Minimal compositions

Additional description:

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

PART 6 LAUNCH PREPARATION

Ensure you are ready for a smooth website creation process.

Content Readiness

Do you currently have:

- ☐ Clear offers
- ☐ Brand photos
- ☐ Logo and brand assets
- ☐ Written website copy
- ☐ Testimonials
- ☐ Portfolio or examples
- ☐ Brand colors & fonts
- ☐ Legal pages (privacy policy, terms)
- ☐ Booking system
- ☐ Email opt-in

Notes:

Timeline

When would you ideally like your website completed?

Are there important launch dates or events to consider?

Personal Capacity

How much time can you realistically dedicate to this project each week?

What support might you need?

NOTES

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Questions that emerged:

Next actions:

WEBSITE PLANNING TOOL

Homepage Wireframe Sketch

Your homepage is not meant to say everything — it is meant to guide visitors toward the next meaningful step.

Sketch or outline the sections you want to include.

Suggested Homepage Sections

Hero Section (first screen visitors see)

About Preview

Services / Offer Highlights

Testimonials or Social Proof

Process or Approach

Lead Magnet or Resource

Call to Action

Footer Information

Notes or Sketch Area

Describe what each section should communicate or how it should feel.

Hero Section:

About Preview:

Services Section:

Testimonials / Proof:

Call to Action:

Additional sections:

Primary Action

What is the ONE main action you want visitors to take from your homepage?

Examples:

Submit an inquiry • Book a call • Join your email list • Explore services

Your primary action:

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

WEBSITE PLANNING TOOL — CONTENT READINESS

CHECKLIST

Content Readiness Checklist

Preparing for a Smooth Website Creation Process

Gathering essential content in advance will make your project faster, less stressful, and more successful.

Check items you already have and note what still needs to be created.

Brand & Visual Assets

- ☐ Logo files
- ☐ Brand colors and fonts
- ☐ Professional brand photos
- ☐ Supporting imagery or graphics

Notes:

Messaging & Copy

- ☐ Clear description of services
- ☐ About page content
- ☐ Homepage messaging
- ☐ Testimonials or case studies
- ☐ Tagline or positioning statement

Notes:

Functional Elements

- ☐ Contact or inquiry process
- ☐ Booking system (if applicable)
- ☐ Email list integration
- ☐ Social media links
- ☐ Legal pages (privacy policy, terms)

Notes:

Final Preparation

What content still needs to be created, refined, or collected?

Priority tasks:

- 1.
- 2.
- 3.
- 4.

Sitemap Planner

Your Website Structure at a Glance

A clear structure creates a calm, intuitive experience for visitors and helps them find what they need without overwhelm.

Use this page to map the main pages of your website and how they connect. Focus on simplicity, clarity, and the journey you want visitors to follow.

Your website does not need many pages — it needs the right ones.

HOME

ABOUT

Services /
Work With Me

Resources /
Blog

Contact /
Inquiry

SERVICE 1

SERVICE 2

SERVICE 3

Core Pages at Launch

List the essential pages your website needs right now.

1. _____
2. _____
3. _____
4. _____
5. _____

Additional Pages (Future Expansion)

Which pages could be added later as your business grows?

1. _____
2. _____
3. _____
4. _____
5. _____

Visitor Journey

After landing on your homepage, what path should visitors ideally follow?

Example:

Homepage → Services → About → Inquiry

Your ideal journey:

Simplicity Check

Does your structure feel:

- ☐ Clear
- ☐ Focused
- ☐ Easy to navigate
- ☐ Aligned with your primary goal

What could be simplified?

A thoughtful structure creates a calm user experience and guides visitors toward meaningful action.

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

BONUS — PREMIUM CLIENT ATTRACTION

Design your website to attract respectful, aligned inquiries

Boundaries Your Website Should Set

Consider what limits or expectations your site should communicate.

Pricing transparency

Availability or waitlist

Communication expectations

Scope of work

Payment terms

Your boundaries:

Energy of Desired Inquiries

Complete the statement:

I want inquiries from clients who are...

Examples:

Decisive

Respectful

Ready to invest

Open to guidance

Committed to growth

Aligned with my values

Add your own:

BONUS — PREMIUM CLIENT ATTRACTION

Design your website to attract respectful, aligned inquiries

Red Flags to Avoid

What warning signs indicate a potential mismatch?

FINAL INTEGRATION

Bring your clarity together into one cohesive vision.

Your Intentional Website Vision

After completing this workbook, summarize your direction.

My website will feel:

It will attract clients who:

My core message is:

My primary goal is:

My next step is:

NOTES

Insights that surprised me:

Questions that emerged:

Next actions:

FINAL PAGE — CUSTOM DESIGN INVITATION

Ready for a Fully Supported Experience?

If you prefer to have your website professionally designed rather than creating it yourself, I offer bespoke branding and website design for wellness and spiritual businesses.

My process is collaborative, thoughtful, and tailored to reflect the depth of your work while attracting aligned, premium clients.

To explore working together, you may submit an inquiry here:

[Start Your Project](#)

Availability is limited to ensure each client receives dedicated attention.
If this resonates with you, I would be honored to support your vision.

