

A top-down view of a wooden desk. On the left is a light-colored notebook with a metal fastener. In the center is a computer monitor displaying a wireframe design. To the right of the monitor are a pair of glasses and a white mouse. At the bottom of the frame, a camera is resting on a grid-patterned surface.

YOUR OFFICIAL LAUNCH GUIDE

# Website *Planning* Workbook

THE PIER COLLECTIVE WEB DESIGN STUDIO

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THIS

# Website *Planning* Workbook

BELONGS TO:

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# How to *use* this workbook

Congratulations on taking this important step in growing your business. A website is an absolute necessity in today's world and with so many options out there, you want to make sure you're doing it right.

This workbook is designed to help you start to think strategically about your online presence. It starts with the basics of your business and website. Then, you'll move on to thinking about the foundation of your site - its goals, content, your budget, and the pages you want to include.

After that, you'll move into the exciting part - the look and feel of your website. You'll decide on fonts, colors, images, and more to include on each page.

Print this workbook out, block off an hour or two in your schedule and work through this. The time you spend planning will make your new website build that much smoother.

Once you've completed this workbook, give it to your web designer, or if you're a DIYer, use it as you build out your new site.

Much success to you as you venture into this new phase of your business!

-Victoria

# *the* Basics

## IN THIS SECTION

- Business Basics
- Website Basics



# Your Business

## COMPANY INFORMATION

Business Name:

Service-based  E-commerce  Brick + Mortar  Educator  Influencer  Other

Address:

Email:

Phone:

Industry:

Target Market:

Company Bio:

# Your Website

## WEBSITE INFORMATION

Domain Name:

Website Platform:

Username:

Password:

Hosting Company (if website built on WordPress):

Hosting Username

Hosting Password:

## POTENTIAL DESIGNERS OR THEMES FOR YOUR NEW WEBSITE

Company

URL

Investment:

Designer

Theme

Company

URL

Investment:

Designer

Theme

# *the* Goals

## IN THIS SECTION

- Website Purpose
- Project Timeframe
- Analytical Objectives



# Website Goals

Before you dive into building and optimizing your business website, let's take a moment to identify your goals. Recognizing how you want your website to function and what you'd like to get out of it will help you make important decisions later on. Additionally, it's a great place to refer back to as you continue to progress.

## WEBSITE PURPOSE

What is the intended purpose(s) of your site?

- |  |   |  |                                |
|--|---|--|--------------------------------|
| <input type="checkbox"/> Build a Community     | <input type="checkbox"/> Increase Leads       | <input type="checkbox"/> Market Research   | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Sell a Product        | <input type="checkbox"/> Brand Awareness      | <input type="checkbox"/> Grow Email List   | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Educational           | <input type="checkbox"/> Build Relationships  | <input type="checkbox"/> Sell a Service    | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Demonstrate Authority | <input type="checkbox"/> Increase subscribers | <input type="checkbox"/> Boost Enrollments | <input type="checkbox"/> _____ |

Primary Website Goal:

Secondary Website Goal:

## PROJECT TIMEFRAME

Desired Launch Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Things to Consider Pre-Launch:

# Website Goals

ANALYTICAL OBJECTIVE	GOAL
# OF VISITS	
BOUNCE RATE	
TIME ON SITE	
DOMAIN AUTHORITY	
# OF NEW LEADS/FORM SUBMISSIONS	
REVENUE FROM SITE	

NOTES:

# *the* Budget

## IN THIS SECTION

- Cost, Time, Quality Analysis
- Investment Consideration
- Estimated Expenses



# Website Budget

Unless you're building your website from the ground up completely by yourself, there will be some costs involved to have a high-quality and functioning website on the internet. This is an aspect of your business where you can spend as much or as little as you want, but typically, as with many things in life, you get what you pay for. Use the following pages to work out your overall budget for your website.

## COST, TIME, OR QUALITY

Take a moment and think about what truly matters most to you when launching your website. Choose one of the options below.

### **COST**

*I'm on a tight budget and would prefer to save money where I can. I recognize that this may require more time on my part to DIY a website, or it may result in a smaller/simple website designed by a web designer.*

### **TIME**

*I need my website launched as quickly as possible. I recognize that this may require an additional "Rush Fee" from a designer, and parts of my website may not be fully developed to accommodate the time crunch.*

### **QUALITY**

*I'm mostly concerned with the quality and functionality of my website above all else. I want a comprehensive site that meets all of my needs and wants. I recognize that this requires time and investment to achieve.*

## INVESTMENT CONSIDERATION

How much can you invest for your website design?



# *the* Layout

## IN THIS SECTION

- Website Structure
- Sitemaps
- Search Engine Optimization



# Website Structure

## SITE ELEMENTS

Site elements make up the structure of your webpage and are used to present certain information in a variety of ways. Below, you'll find a list of site elements. Think back to the objective of your website and check off on the elements that you believe will help reach those goals.

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Horizontal Nav. Menu     | <input type="checkbox"/> Pricing Tables  | <input type="checkbox"/> Booking               | <input type="checkbox"/> "Coming Soon" Page |
| <input type="checkbox"/> Hamburger Menu           | <input type="checkbox"/> 404 Error Page  | <input type="checkbox"/> FAQ                   | <input type="checkbox"/> Case Studies       |
| <input type="checkbox"/> Short Videos             | <input type="checkbox"/> Quizzes         | <input type="checkbox"/> Resource Lists        | <input type="checkbox"/> Responsive Images  |
| <input type="checkbox"/> Social Media Integration | <input type="checkbox"/> Calculators     | <input type="checkbox"/> "What's New" Pages    | <input type="checkbox"/> Chat Box           |
| <input type="checkbox"/> Advertisements           | <input type="checkbox"/> Polls           | <input type="checkbox"/> Search Feature        | <input type="checkbox"/> Shopping Cart      |
| <input type="checkbox"/> Reviews & Testimonials   | <input type="checkbox"/> SSL Certificate | <input type="checkbox"/> Appendixes            | <input type="checkbox"/> Forum              |
| <input type="checkbox"/> Progress Trackers        | <input type="checkbox"/> Contact Form    | <input type="checkbox"/> Awards & Achievements | <input type="checkbox"/> Other              |

## LIST MAIN PAGES

Your main pages are typically the pages that are in your main menu (ex: Home, About, Services, Contact, etc.).

## LIST LANDING PAGES

Every opt in, product, and service should have its own individual landing page.

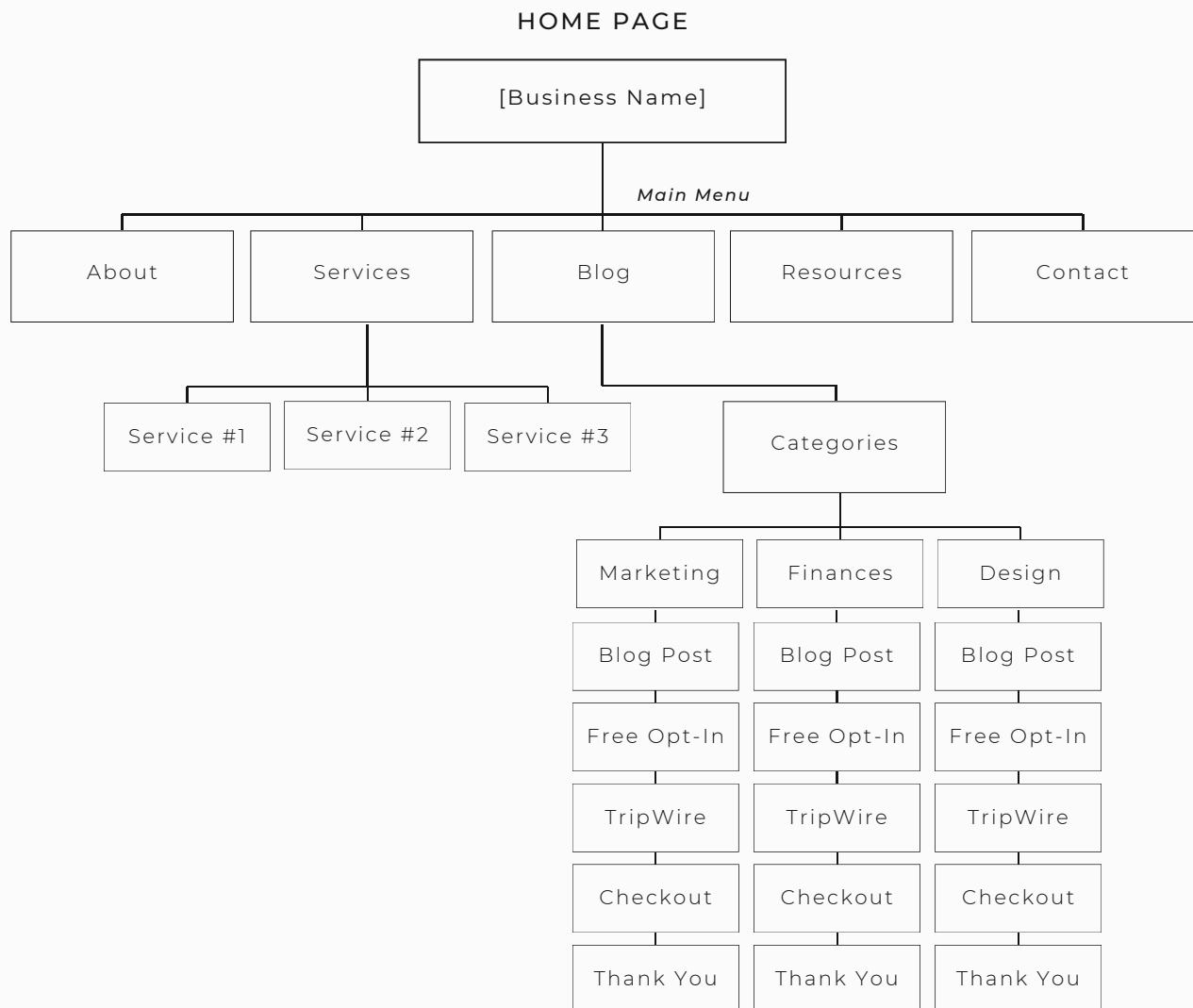
## LIST REMAINING PAGES

May include Thank You, FAQ, and legal pages like your privacy policy and terms and conditions.

# Sitemap

## MENU STRUCTURE - EXAMPLE

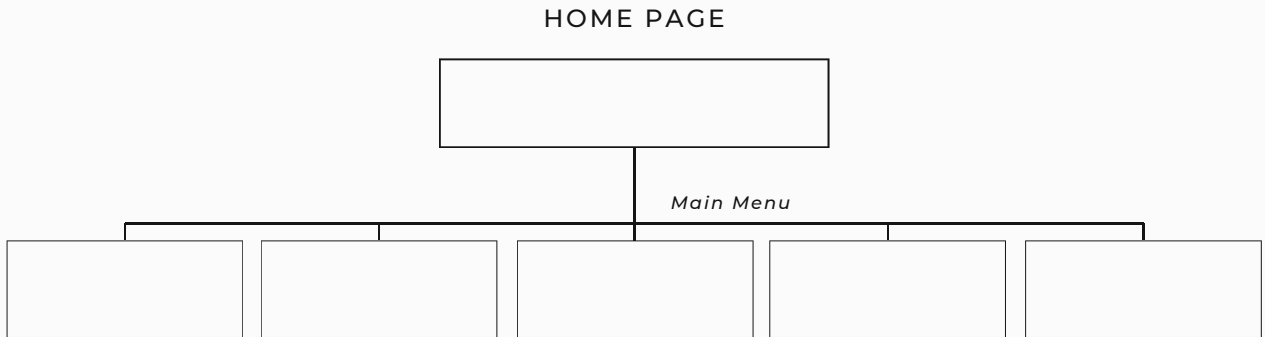
As you can see in the diagram below, we created a sitemap branching off of the pages from our main menu. This sitemap shows a general flow of how you want your visitors to move through your website. Some flows will be larger and more complex than others. Use the next couple of pages to develop your own sitemaps uses the pages you listed previously.



# Sitemap

## DRAW OUT YOUR MENU STRUCTURE

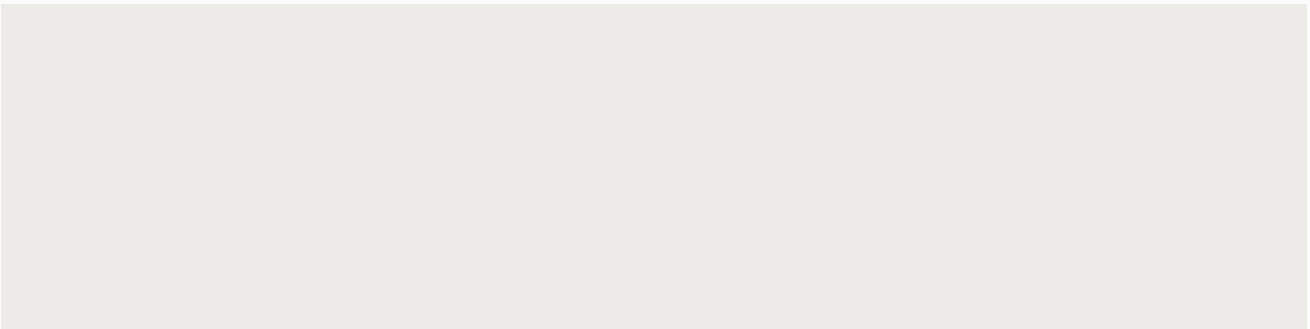
Use the next couple of pages to develop your own sitemaps using the pages you listed previously. We recommend no more than five top-level pages.



# Search Engine Optimization

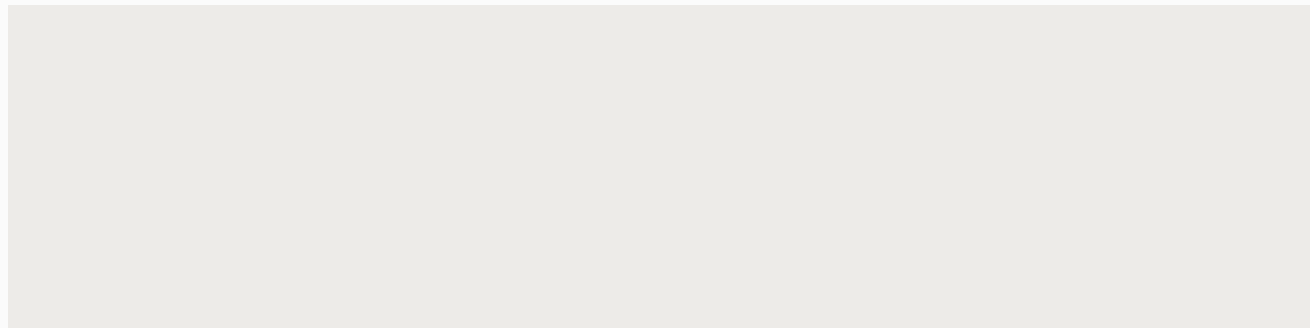
## DETERMINE YOUR KEYWORDS

Search Engine Optimization helps your site show up in search results. When building your website, you need to understand what words or phrases your potential clients will use to find you on search engines. Spend some time thinking about how your ideal client searches the web. What do you think they'll type into search engines that will lead them to your website? Think about phrases for your services, products, and your brand. Use the space below to brainstorm ideas and then list your final selections on the next page.



## META DESCRIPTION

Your website's meta description displays when your website shows up in search engines. It should be a concise, but descriptive statement about each page on your website that's around 150 characters. This statement should persuade people to click on your page because it clearly describes what your page is about. Use the space below to brainstorm your ideas and then list your final selections on the next page.



# Search Engine Optimization

Site Name:

Meta Description:

## GENERAL KEYWORDS


## PRODUCT-BASED KEYWORDS


## BRAND-BASED KEYWORDS


# *the* Branding

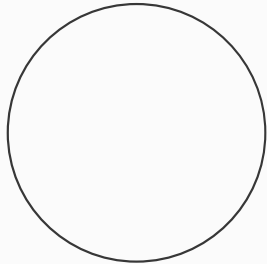
## IN THIS SECTION

- Primary Logo
- Color Palette
- Website Fonts
- Website Imagery

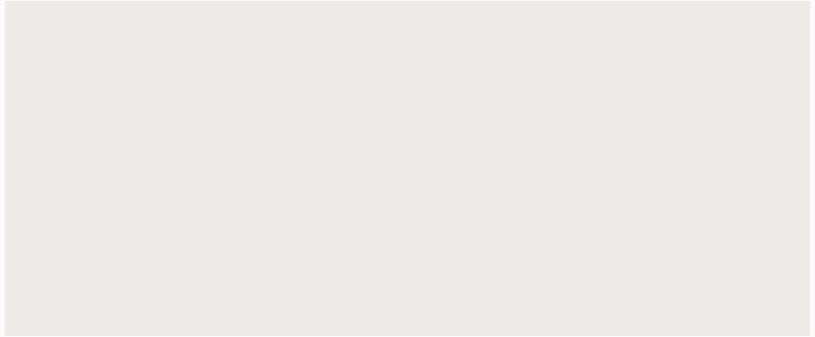


# Website Branding

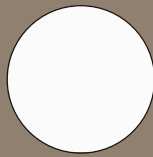
PRIMARY LOGO



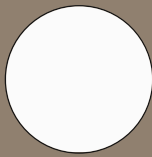
UNIVERSAL BIO



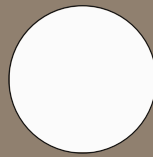
COLOR PALETTE



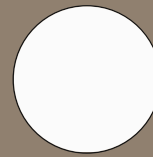
Hex: # \_\_\_\_\_



Hex: # \_\_\_\_\_



Hex: # \_\_\_\_\_



Hex: # \_\_\_\_\_

FONTS

**HEADER FONT**

Name: \_\_\_\_\_

Size: \_\_\_\_\_

**SUB-HEAD FONT**

Name: \_\_\_\_\_

Size: \_\_\_\_\_

**BODY FONT**

Name: \_\_\_\_\_

Size: \_\_\_\_\_

BRAND IMAGES & GRAPHICS



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_

# *the* Content

## IN THIS SECTION

- Home Page Content
- About Page Content
- Contact Page Content
- FAQ Page Content
- Sales Page Content
- Blog List Page Content
- Blog Post Page Content
- Services Page Content
- Product Page Content
- Other Pages Content



# Home Page Content

## Header Section

Tell your clients what you can do for them and create a desirable image of who your clients aspire to be. Think about what your clients really wants at the deepest level that's driving them to seek out your website at this exact moment. Hint at the emotion or transformation that your service offers.

*Copy prompts:*

Get [desirable outcome/emotion] without [pain point].

[Adjective] [service] to help you get [results/feel emotion].

Heading:

Suheading:

Call-to-action:

## Value Add Section

What are the top 3 things your services will change in your client's lives?

# Home Page Content

## Pain Points and Solutions Section

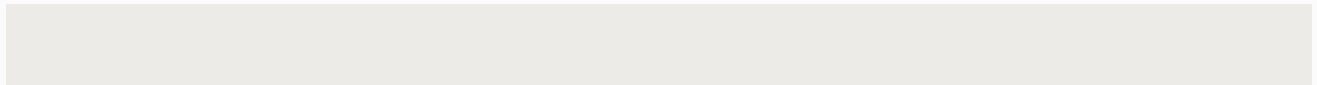
This section should address the key problem your service solves for your clients and then use that to build a connection with them to show that you are the right person for the job. List some common problems your clients experience or situations they find themselves in that you can help them with. The more specific and relatable, the better.

Think about: How does this make them feel? Have you been in the same situation. How did you overcome this? How can you help them do the same?

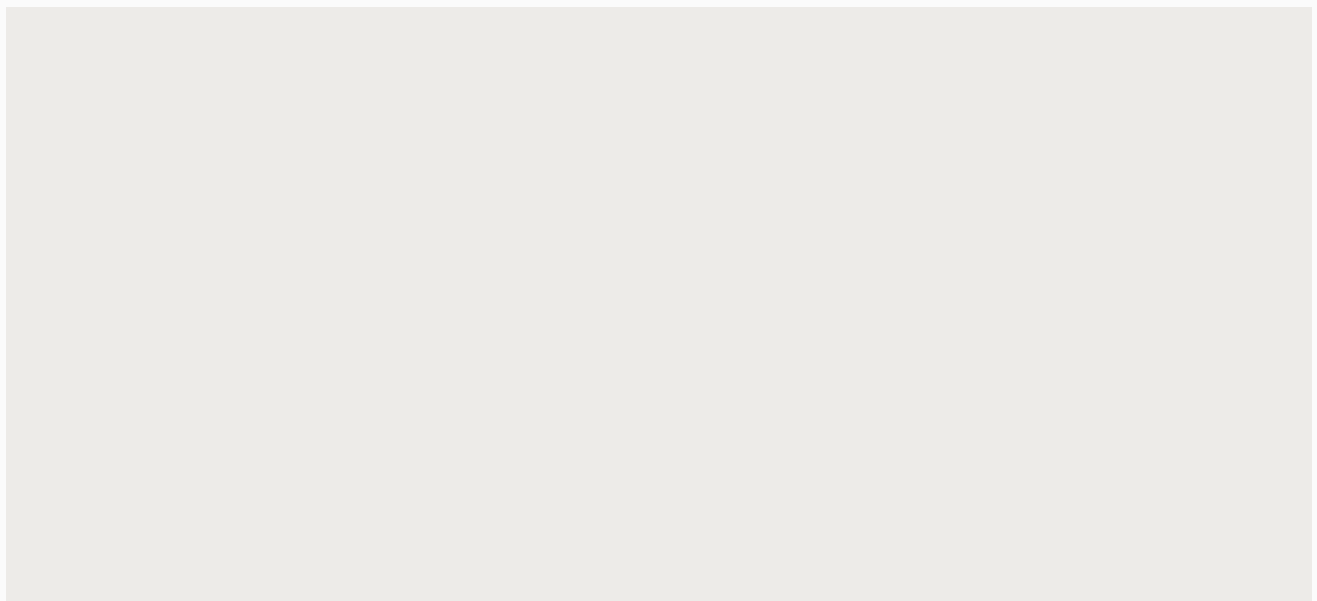
*Copy prompts:*

- *You're struggling to get [desirable result] because you don't have [missing piece].*
- *You have [example], but you aren't [achieving this result].*

Section Heading:



Section Content:



# Home Page Content

## Work With Me/Services Section

What are your key offers? List the name of each of your services and give a brief explanation of each including the main benefits and what type of customer each offer is perfect for.

Service #1 Title

Service #1 Description

Service #2 Title

Service #2 Description

Service #3 Title

Service #3 Description

# Home Page Content

## About Me Section

A short section introducing who you are and establishing yourself as an authority and building connection with your audience.

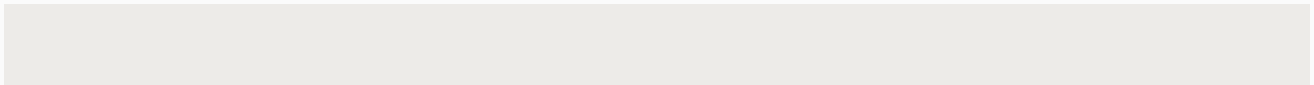
You can do this by mentioning your qualifications, achievements, and/or how many clients you've helped to get a certain result.

You can also talk about your journey, relating to common struggles that your client face. Focus on your own transformation and how you overcame these things and link it back to how you can help your clients do the same.

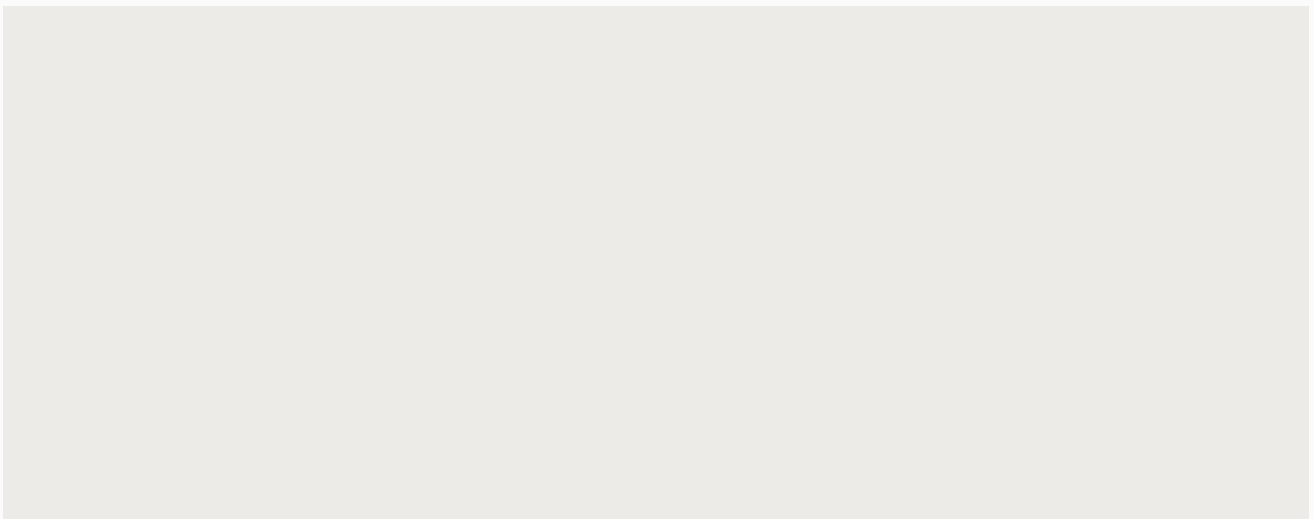
Copy prompt:

I am a [impressive qualification] that's helped over [x number] of clients achieve [this result].

Section Heading:



Section Content:



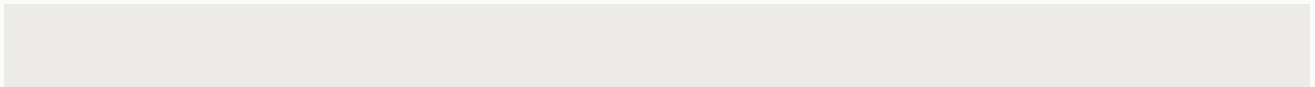
# Home Page Content

## Social Proof Section

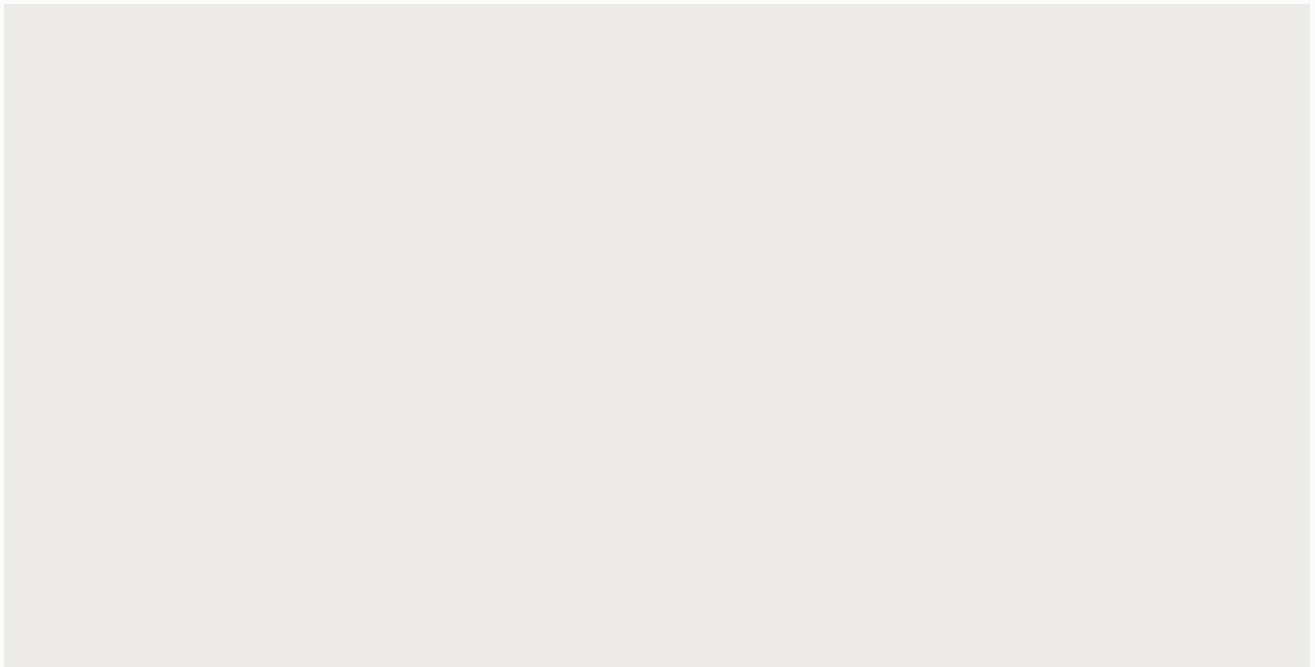
Use previous client results to demonstrate the results you get for your clients.

A good template for a project description goes like this: When [client] came to me, they were struggling with [this problem]. I helped them [brief project outline]. Now they have [detail positive results]. Then use a testimonial from your client to add some extra proof.

Section Heading:



Section Content:



# Home Page Content

## Testimonials Section

List testimonials you want to include here. Tip: Using client images/videos and message screenshots can make these feel more genuine and authentic, helping your client picture themselves in the same position.

*Template for an impactful testimonial:*

*"Before I was struggling with [problem] and it made me feel [negative emotion]. Now I have [result achieved] and I feel [positive emotion]."*

Name & Position:

Service Name

Testimonial

Name & Position:

Service Name

Testimonial

Name & Position:

Service Name

Testimonial

# Home Page Content

## Lead Magnet Section

Offering a freebie helps to build trust, authority, and grow your email list. This could be a PDF guide, a discount code, or a free template. Tip: Check your comments on social for any commonly asked questions that your freebie could provide the solution to.

Lead Magnet Name:

Description:

Call-to-Action: (i.e. Download Your Free Guide Now)

## Final Call-to-Action


Finish with a desirable outcome and a final call to action - what do you want your customers to do next?

Section Heading:

Section Subheading:

Call-to-Action: (i.e. Schedule Your Consultation)

# Home Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 640px;"></div>	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

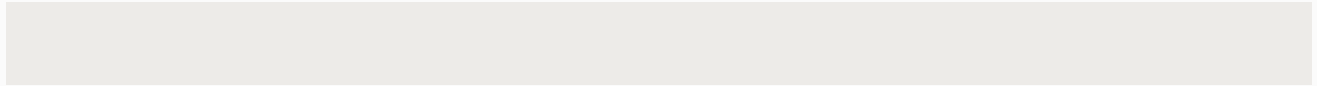
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# About Page Content

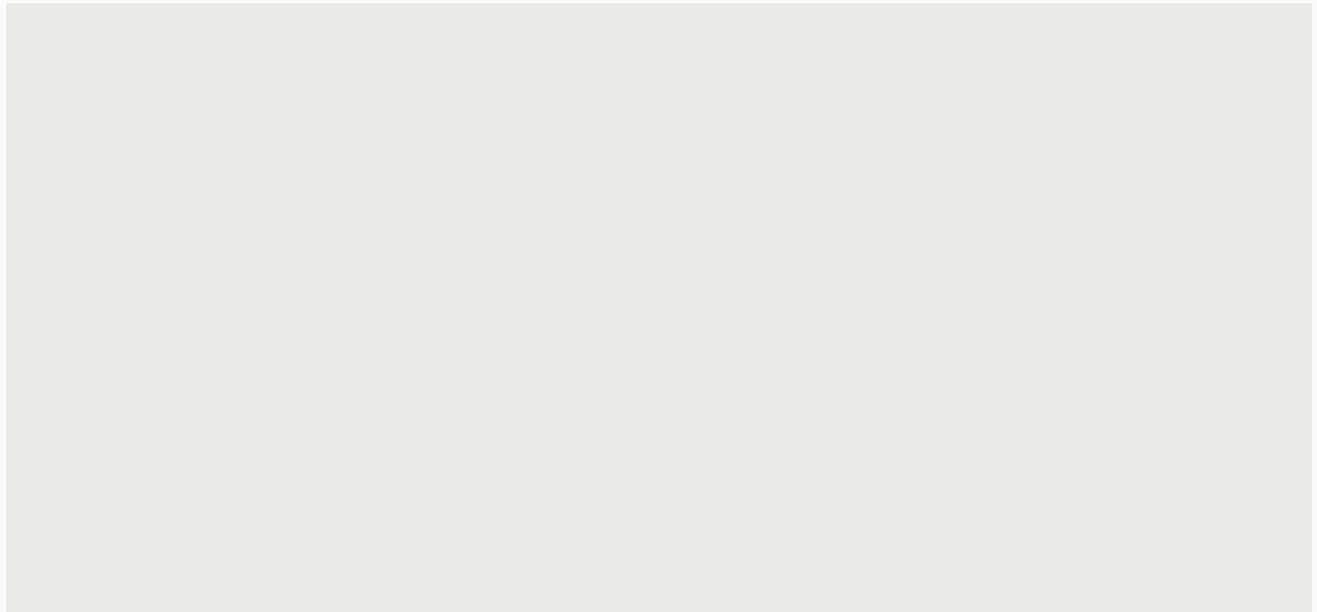
## Introduction Section

Use this paragraph to tell a relatable micro-story about a common struggle you share with your audience. This builds connection and shows you understand them. Then link it back to how this qualifies you to help them overcome this struggle too.

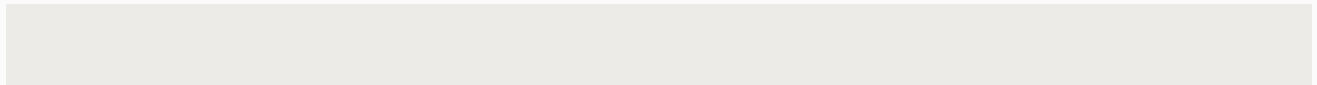
## Section Heading



## Section Description



## Call-to-Action



# About Page Content

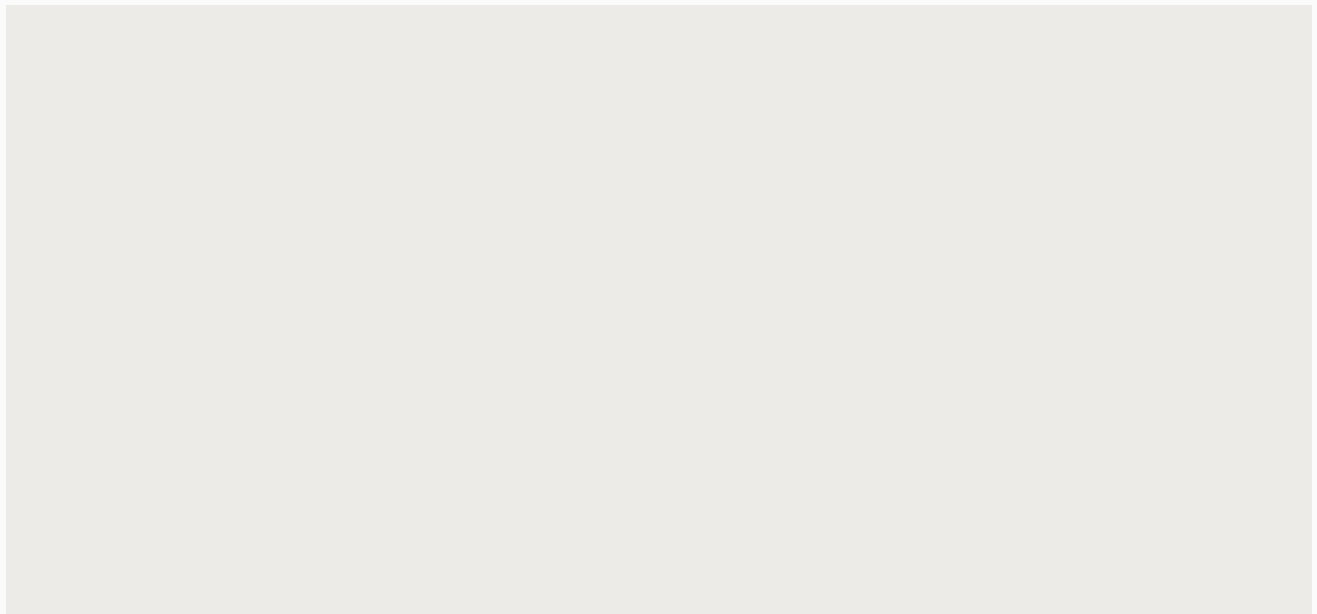
## Your Story

Talk about why you started your business and your mission to improve your client's lives. You can give key milestones here to share struggles you overcame, experiences you have that qualify you to help other, and interesting details that help build connection.

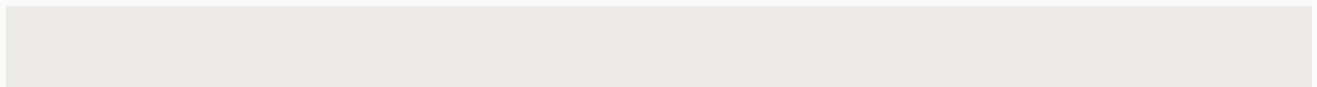
## Section Heading



## Section Description



## Call-to-Action



# About Page Content

## Final Call-to-Action



Finish with a desirable outcome and a final call to action - what do you want your customers to do next?

Section Heading:

Section Subheading:

Call-to-Action: (i.e. Schedule Your Consultation)

# About Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Contact Page Content

## What happens next?

Let visitors know what to expect once they fill out your contact form.

Section Heading:

Section Description:

## Your Contact Information

Email address:

Phone Number:

Business Address:

Facebook

Instagram

TikTok


LinkedIn

Twitter/X

YouTube

What information do you need to collect from visitors on your contact form? (i.e. name, email, phone, what services they're interested in, additional details, etc.)

# Contact Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

- 
- 
- 
- 
- 

Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

- 
- 
-

# Frequently Asked Questions

List out your frequently asked questions and answers below. These can go on a dedicated page, or on the service page related to the question.

Frequently Asked Question #1:

Answer:

Frequently Asked Question #2:

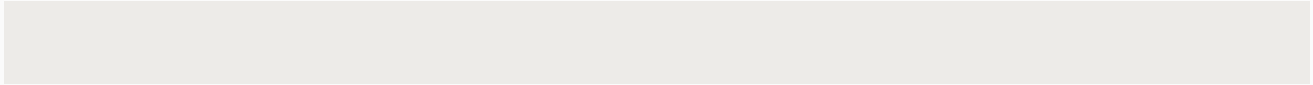
Answer:

Frequently Asked Question #3:

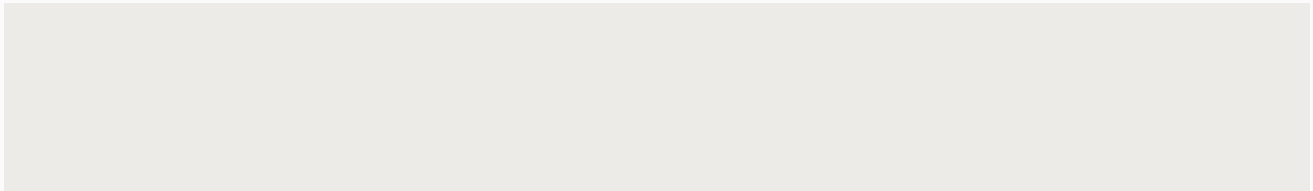
Answer:

# Frequently Asked Questions

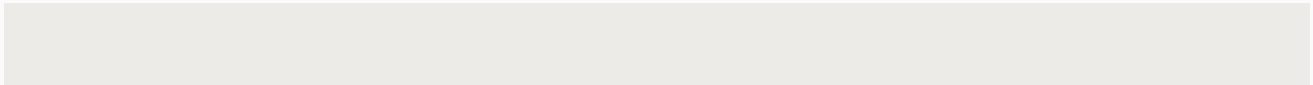
Frequently Asked Question #4:



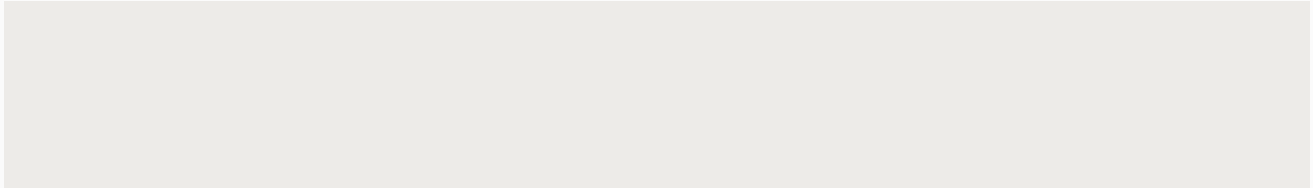
Answer:



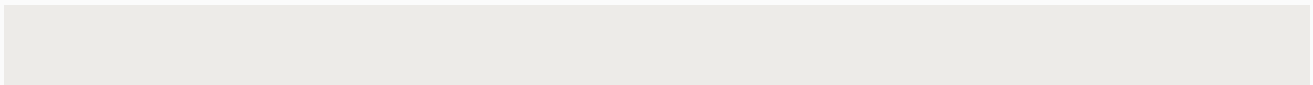
Frequently Asked Question #5:



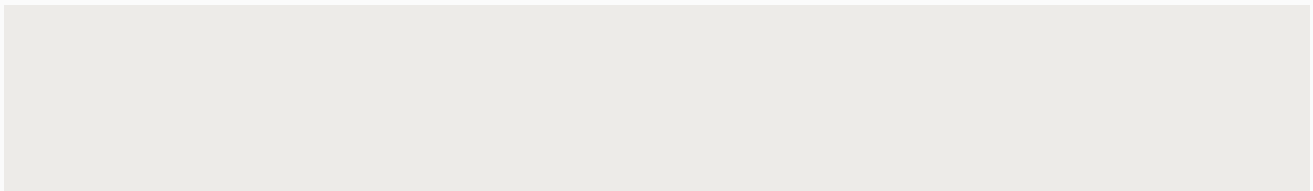
Answer:




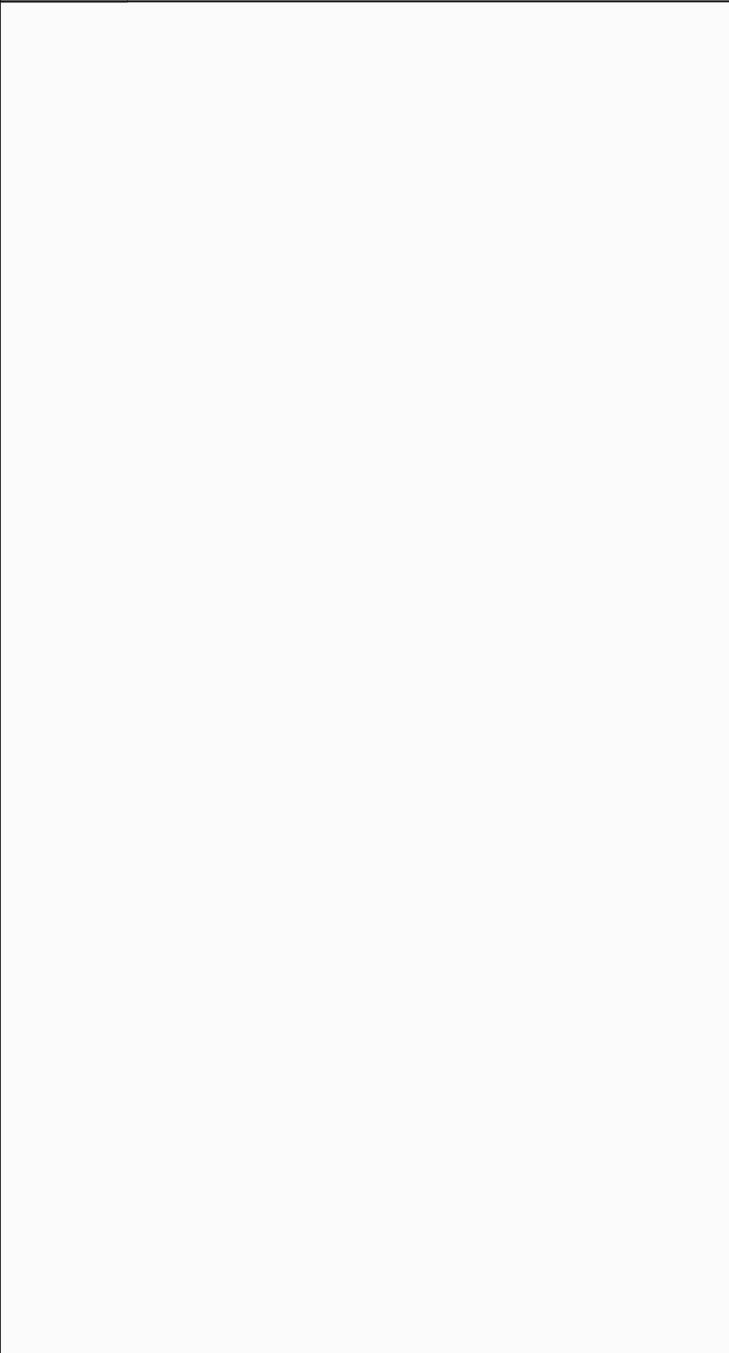
Frequently Asked Question #6:



Answer:



# FAQ Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

- 
- 
- 
- 
- 

Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

- 
- 
-

# Sales Page Content

Your sales page is the best way to promote your high-ticket service. You can create a separate sales page for each key offer you want to promote. Note: Only complete this if you have a high-ticket offer you would like to promote.

## **Benefit Driven Headline:**

Give one statement about the transformation your service offers.

## **Copy prompts:**

Become a [aspirational identity] without [pain point].

It's time to [achieve this outcome].

Are you ready to start [achieving this outcome]?

## **Pain Points:**

List 3-5 common problems that your audience experience or relatable situations they find themselves in. The more specific, the better. This helps your audience feel like you're talking directly to them and understand what they are going through.

## **Value Proposition:**

List 3-5 outcomes that your product or service will help your audience achieve. Use specific and inspirational scenarios that will make your audience envision their new life.

# Sales Page Content

## **Introduce Your Offer:**

Give a short description of your offer, keeping it focused on how your offer benefits your audience.

Section Heading:

Description:

Call-to-Action

## **What's Included:**

Go into more detail about your offer, focusing on the benefits of the features instead of just the features themselves.

Section Heading:

Description:

Call-to-Action

# Sales Page Content

## Testimonials:

You can use the same ones from your home page if relevant, or add new ones.

Name:

Testimonial:

Name:

Testimonial:

Name:

Testimonial:

Section Call-to-Action

# Sales Page Content

## Buy Now Section:

Add details about your package investment and any payment plans available.

## Section Heading:

## Description:

Section Call-to-Action (list the page this goes to that allows order completion.)

## Your Process:

Give a step-by-step guide on how your audience can work with you.

### Step 1:

### Step 2:

### Step 3:

# Sales Page Content

## Frequently Asked Questions:

Answer any common questions you get about this service or offer.

Question #1:

Answer:

Question #2:

Answer:

Question #3:

Answer:

# Sales Page Content

## Final Call-to-Action


What is the ultimate action you want visitors to take on this page?

Section Heading:

Description:

Call-to-Action (Include page details for purchase page)

# Sales Page Layout

<p>ex:</p> 	<p><b>WIREFRAME</b></p> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 640px;"></div>	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Site Elements:



<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Blog List Layout

Sketch out the page that will house the complete list of available posts.

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Site Elements:



<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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# Blog Post Layout

Sketch out the layout of each individual blog post.

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

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Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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# Service Page Content

List out the details of each service, focusing on the benefits of any features you include.

Service #1 Name:

Service Description:

Call-to-Action (Include page details for purchase page)

# Service Page Content

List out the details of each service, focusing on the benefits of any features you include.

Service #2 Name:

Service Description:

Call-to-Action (Include page details for purchase page)

# Service Page Content

List out the details of each service, focusing on the benefits of any features you include.

Service #3 Name:

Service Description:

Call-to-Action (Include page details for purchase page)

# Service Page Content

List out the details of each service, focusing on the benefits of any features you include.

Service #4 Name:

Service Description:

Call-to-Action (Include page details for purchase page)

# Service Page Content


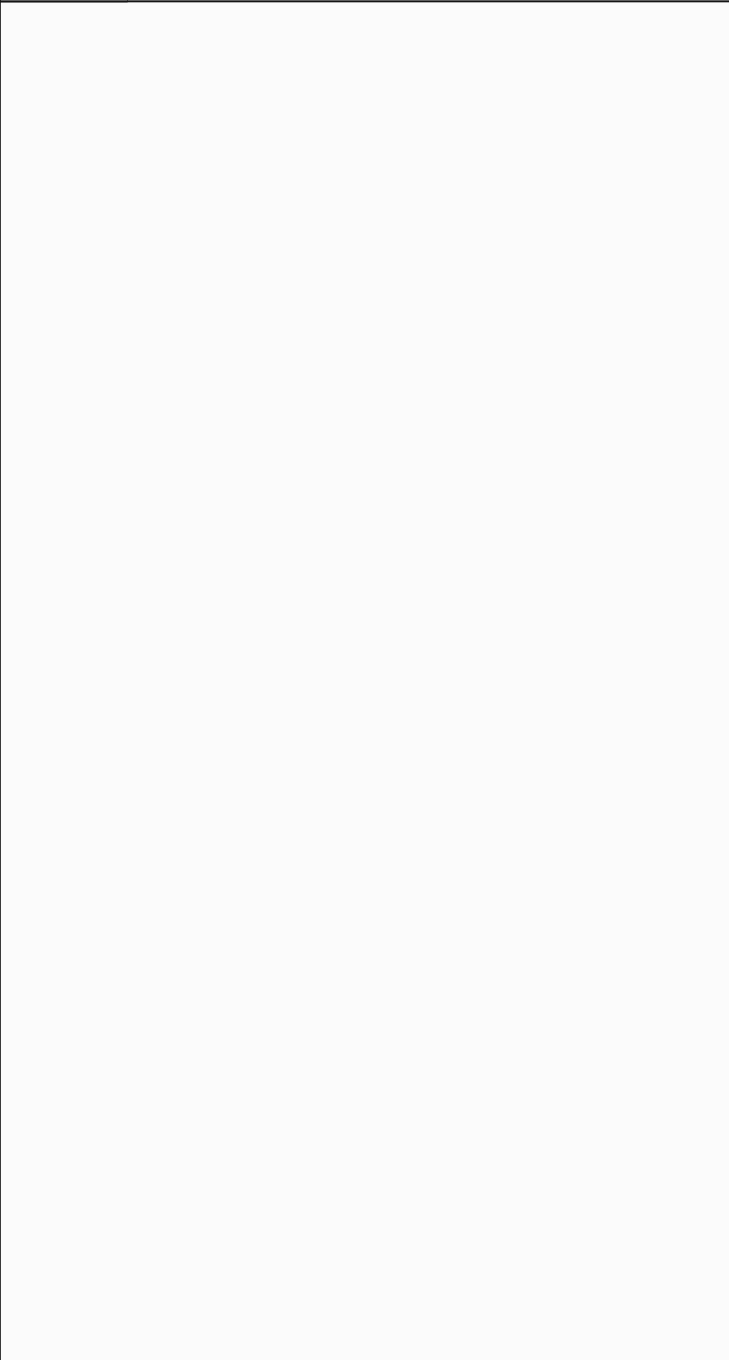
List out the details of each service, focusing on the benefits of any features you include.

Service #5 Name:

Service Description:

Call-to-Action (Include page details for purchase page)

# Main Services Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

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- 


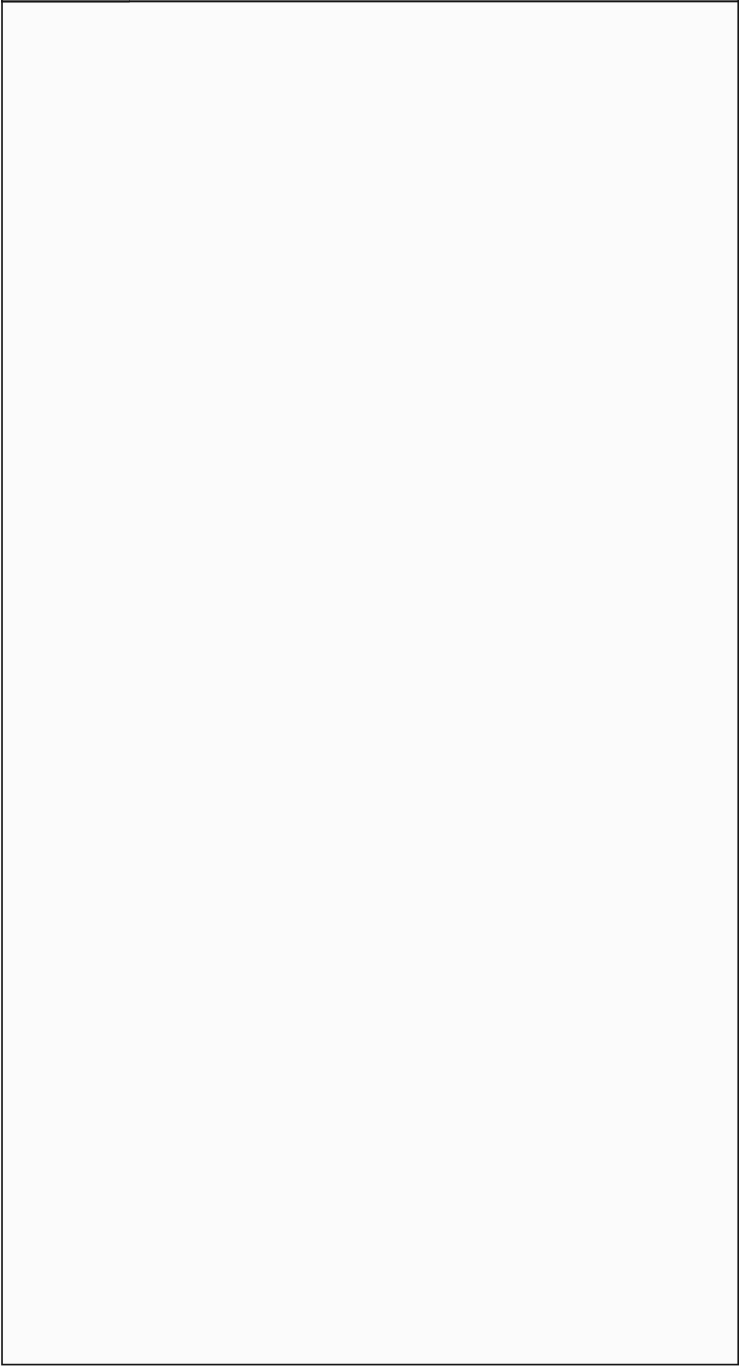
Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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-

# Individual Service Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Product Page Content

List the details of physical products you sell, focusing on the benefits of any features you include

Product #1 Name:

Description:

Variations:

Price:

# Product Page Content

List the details of physical products you sell, focusing on the benefits of any features you include

Product #2 Name:

Description:

Variations:

Price:

# Product Page Content

List the details of physical products you sell, focusing on the benefits of any features you include

Product #3 Name:

Description:

Variations:

Price:

# Product Page Content

List the details of physical products you sell, focusing on the benefits of any features you include

Product #4 Name:

Description:

Variations:

Price:

# Product Page Content

List the details of physical products you sell, focusing on the benefits of any features you include



Product #5 Name:

Description:

Variations:

Price:

# Product Page Layout

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
	

Page Title:

Meta Description:

Keywords:

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Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

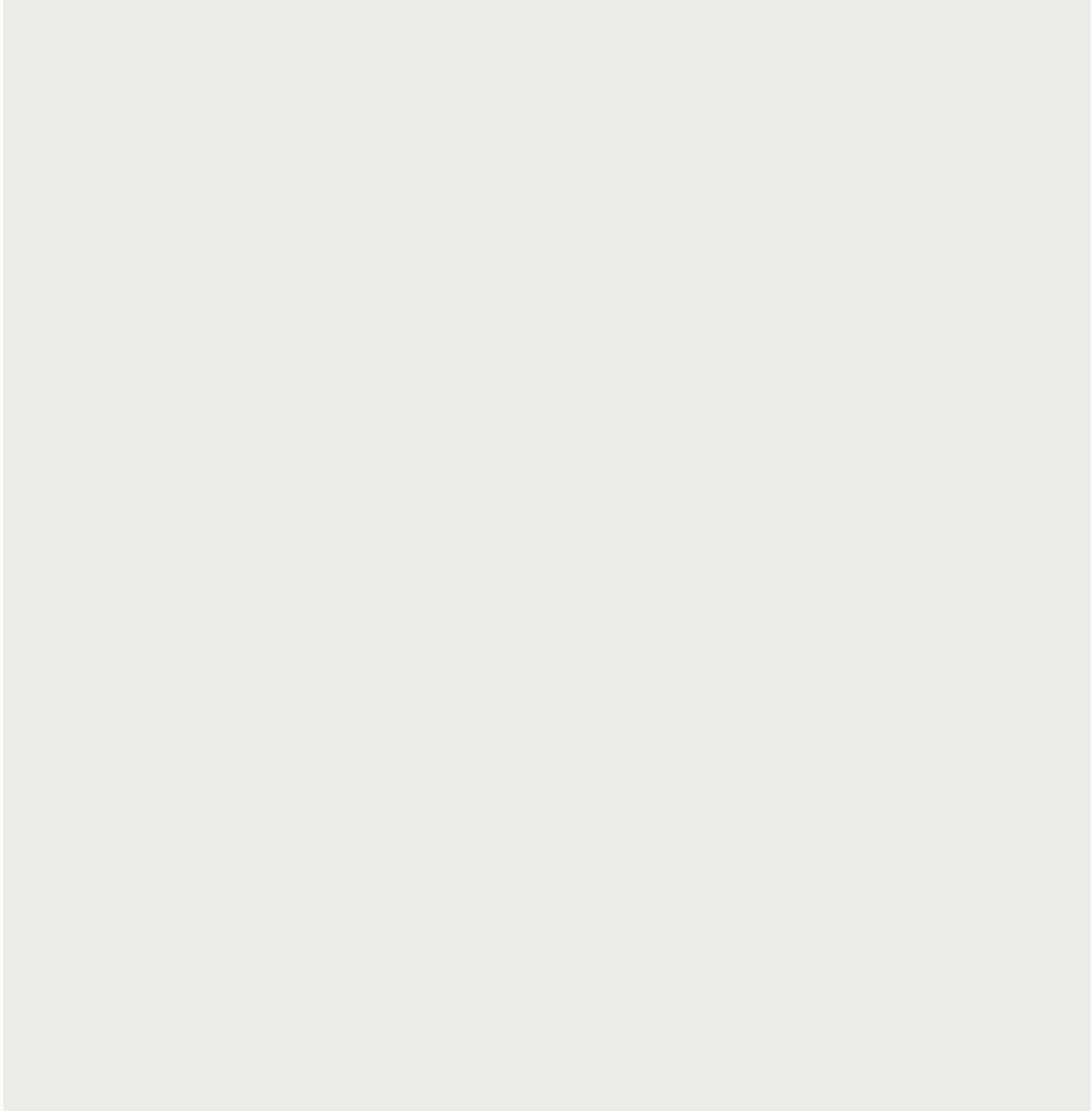
Links to Add:

- 
- 
-

# Privacy Policy Page Content

If you collect email addresses through a contact form, you must include a privacy policy on your website. Unsure of what to put on your privacy page? [Contact us](#) for more info on our personalized, auto-updating legal policies.

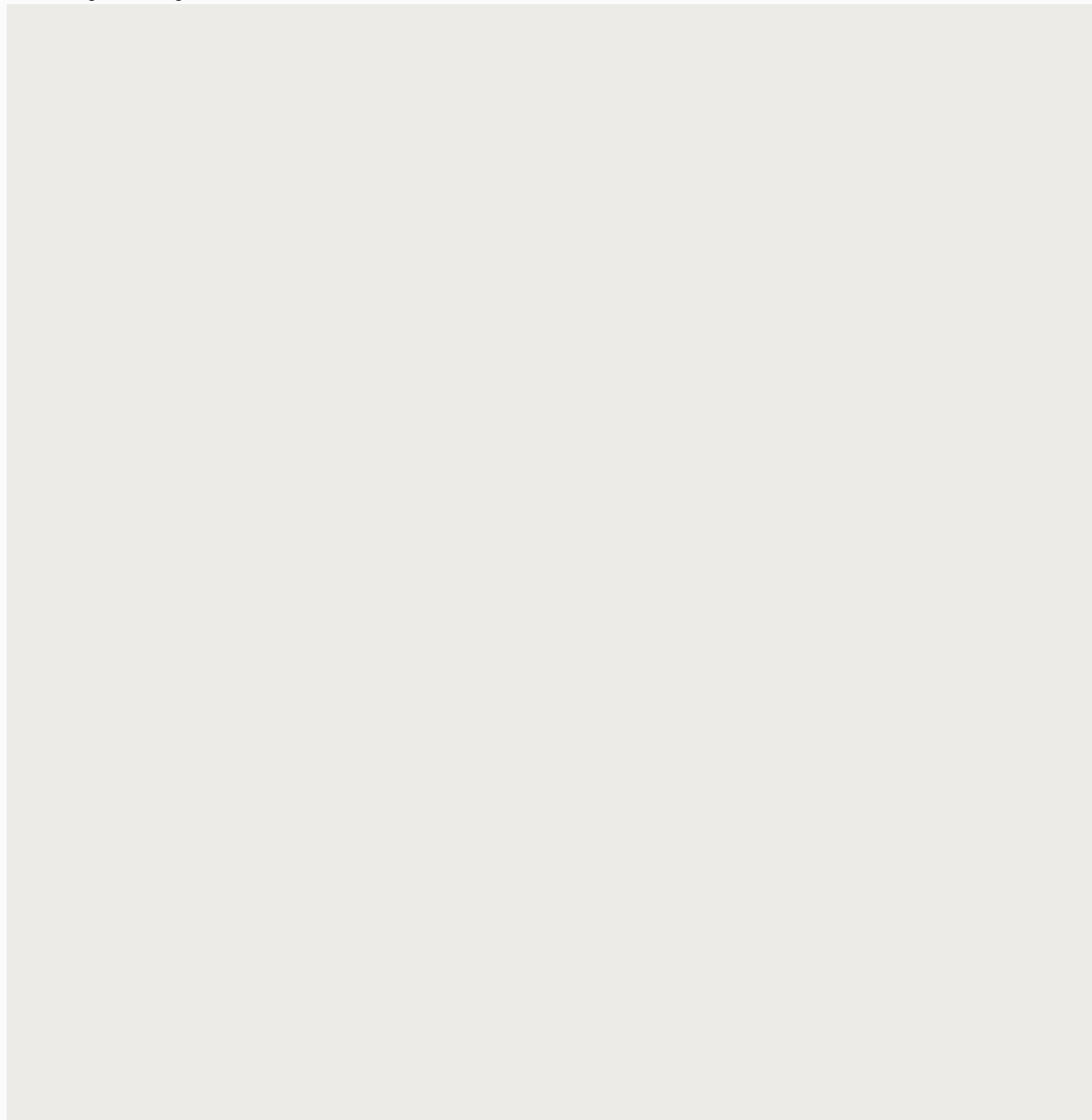
Privacy Policy content:




# Terms & Conditions Page Content

If you accept payment for services on your website, it's recommended you include a Terms and Conditions page. Unsure of what to include? [Contact us](#) for more info on our personalized, auto-updating legal policies.

Privacy Policy content:



# Other Page

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 640px;"></div>	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_


Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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- \_\_\_\_\_
- \_\_\_\_\_

# Other Page

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 640px;"></div>	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

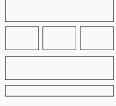
Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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# Other Page

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 639px;"></div>	

Page Title:

Meta Description:

Keywords:

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Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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# Other Page

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 640px;"></div>	

Page Title:

Meta Description:

Keywords:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

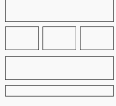
Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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# Other Page

ex: 	<h2>WIREFRAME</h2> <p><i>A visual guide of the skeletal framework of your webpage</i></p>
<div style="border: 1px solid black; height: 643px;"></div>	

Page Title:

Meta Description:

Keywords:

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Site Elements:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Links to Add:

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- \_\_\_\_\_
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# *the* Systems

## IN THIS SECTION

- Set up Your Systems



# Systems

## SET UP YOUR SYSTEMS

Your website is more than pretty designs and backend codes. Many times, to get your website to function how you want it to, it requires third-party systems that integrate with your website. Below you'll find a standard list of systems you should have in place. Check off on each platform that you plan to set up or have set up already. Continue to add to this list as your website begins to evolve and grow.

### HOSTING

- SiteGround
- Bluehost
- HostGator
- DreamHost
- Other:

### EMAIL

- Flodesk
- Mailchimp
- MailerLite
- ConvertKit
- Other:

### PAYMENT

- PayPal
- Stripe
- Braintree
- 2Checkout
- Other:

### CONTACT

- Gravity Forms
- Drift
- LiveChat
- UserLike
- Other:

### CRM

- Moxie
- Honeybook
- 17Hats
- Dubsado
- Other:

### CART

- Shopify
- WooCommerce
- SendOwl
- 3dcart
- Other:

### BOOKKEEPING

- Quickbooks
- Bookkeeper360
- FinancePal
- Bench
- Other:

### BACKUP

- Me
- Hosting Company
- Backup Daddy
- My Developer
- Other:

### SUPPORT

- Regular Email
- Plugin
- Facebook Group
- Pagesense
- Other:

### OTHER -

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-

# *the* Contacts

## IN THIS SECTION

- Contact Information for Your Team



# Contact List

TITLE	INFORMATION	
WEB DESIGNER:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
VIRTUAL ASSISTANT:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
COPYWRITER:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
CONTENT EDITOR:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
SEO:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:

# Contact List

TITLE	INFORMATION	
MARKETER:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
FINANCIAL:	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:
	NAME: EMAIL: PHONE: WEBSITE:	NAME: EMAIL: PHONE: WEBSITE:



meet  
*Victoria*

I help ambitious small business owners, like you, develop a sophisticated online presence and say goodbye to outdated, inefficient websites.

My clients get to experience the pride of having a business, and a website, that fully represents their expertise and ambition.

I help my clients through a blend of comprehensive online and business strategies, a client-centric process, and unique design solutions that puts them at the head of the pack in their industry.

If you're ready to expand your market reach, convert more website visitors, and experience the joy of seeing your business vision shine through on your website, I would love to help you get there.



THEPIERCOLLECTIVE.COM



VICTORIA@THEPIERCOLLECTIVE.COM



@THEPIERCOLLECTIVEWEBDESIGN



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