

A woman with dark hair, wearing a white lace top, is sitting at a desk and working on a laptop. She is smiling and looking at the screen. On the desk, there is a croissant on a small plate. The background is a blurred interior with a large circular light fixture.

Style Your Brand THE CREATIVE BRIEF

MODULE FOUR

Visual Manifestation of Your Brand
(Part 1- Website Design + Planning)



HANNA FITZ

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WEBSITE PLANNING

Your website and photography are the physical and visual representations of your brand. These are more than just beautiful designs, they are stories and a way to communicate your message and connect with ideal clients.

You can create an irresistible brand that supports your strategy and attracts your ideal clients through your brand image.

For most business owners, it is a very exciting part of your brand development process. Particularly for service based businesses, with no physical product, your website helps ideal clients recognize and connect with your brand. It is where the brand comes alive.

More than a storyteller, your website is your 24-hour sales person. Often this is the first encounter with your brand. Careful planning and execution are essential.

See your website as a critical tool in helping you achieve your goals in your business. You also need to see it as a place to create an experience. Remember, marketing and branding are not about products, it's about experiences.

Before you even book your photographer, plan out your website design and copy first. This will serve you well in determining what photos you will need for each page and what stories these photos need to tell to support any copy on your website.

So let's get started on planning your website:

STEP 1: DOMAIN NAME

Ensure that you have already secured the domain name for your business. Regardless of whether you are ready to build your website now or not, purchase the name right away.

In countries like the United States, having a ".com" is almost a default domain. A customer is more likely to try to find your business using the brand name and ".com".

However, in Europe, e.g. Italy, ".it". Depending on where your target customer and market is, having a ".com" plus whatever country level domain you choose, can have its benefits in helping global clients find you.

Some website hosting companies will allow you to register a domain name with them for free upon signing up. . It's a great idea to get familiar with what is required from a good hosting company for your website. You can also download the guide on how to select a hosting company in the member's area.

STEP 2: CLARIFY YOUR WEBSITE PURPOSE

It very important that early on, you define the purpose and what you hope to accomplish with your website. The purpose will also assist you in making the right decision on the platform you select and those must-have features that you require.

It will also assist you in making the right decision on the platform you select in creating your website and those ***must-have*** features that you require.

What are your goals for your website?

When a person arrives on your website, what information, resources or tools are they looking for?

What do you want your ideal customer to know about you and your business when they are on your website?

What outcome are you trying to achieve from people who visit your website?

STEP 3: CLARIFY THE USER EXPERIENCE

What are the distinct pain points of your ideal customers? *Do they share one (1) common problem or 2-4 distinct needs? List the top 1-5 distinct needs of your ideal clients which should be highlighted on the website.*

How will your website address each pain point? *(Will you provide products and services, blog posts etc.)*

What connection are you trying to make with your ideal client through your website?

What is the most important perception of your brand you want to create with visitors?

STEP 4: MUSING WEBSITE FEATURES

Now that you have clarity about the purpose of your website and how you want it to tell the story of your brand, it's time to do some musing (*search for inspiration*).

Find a least 3-5 websites you absolutely love. State what you like and dislike about each one.

Website

LIKES

DISLIKES

Website

LIKES

DISLIKES

Website

LIKES

DISLIKES

Website

LIKES

DISLIKES

Website

LIKES

DISLIKES

Website

LIKES

DISLIKES

What would you like your website to do differently from these other websites? What are your must-have features and ideal layout?

WEBSITE TEMPLATE/THEMES

If you are planning to use Wordpress to build your website, there are thousands of great premium themes starting at \$59. This fee does not include hosting. There are several great market places where you can find customizable themes.



Photo Credit: Sample themes from www.bluchic.com

Whether you are working with a designer or DIY, having an idea of the layout you want, can help guide you through the process. Depending on your needs, you may not want to use a theme, but rather have a design customized.

Here are some great places to find Wordpress themes:

<http://www.bluchic.com/shop/wordpress-themes/>

https://themeforest.net/page/top_sellers

<https://colorlib.com/wp/category/collections/>

If you are using Squarespace: <https://www.squarespace.com/websites/>, you will also find a great range of high-quality designs.

Building a website from scratch can be a frustrating process for a lot of people, having a professional website designer to help you through the process can be a big advantage.

STEP 5: NAVIGATION (MENU)

Your website navigation plays a key role in helping you rank in search engines and get more traffic. Here are some best practice guidelines:

Limit the number of items in your top-level navigation to maximum 5-7. According to research, our short-term memory can only hold up to seven items at a time. More than seven looks cluttered to the user.

Avoid using generic labels in your navigation. Words like “products”, “services”, “who are we”. Instead, use Google Keyword phrases that will help rank your page.

Whatever appears first and last on the navigation will capture the attention of your audience. This is what psychologist call the Primacy and Recency effect.

Primacy effect; meaning you remember what you see first and recency effect; you remember the end best. Your most important product or action on the website should appear first in the menu.

For most service based businesses in coaching and consulting this would include:

MENU

Your website may have an easy to use menu that includes essential pages such as:

-  **About**
-  **Services**
-  **Testimonials**
-  **Contact**
-  **Blog**

What are the top 5-7 items that you need to have in your main navigation? *(Consider the main actions you want your visitors to take, make a list, also the standard pages that other brands in your industry are using).*

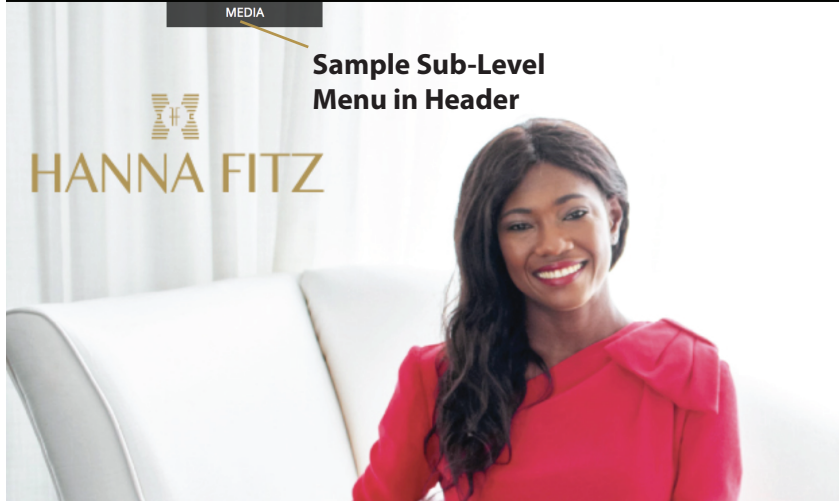
Are there any popular keywords related to my industry that I can use to describe each one? *(Rename each item and place in the table e.g. instead of “About Us”, you could use “My Story”). Then use the table on the next page to plan the various pages you need for your website.*

What are the key top level menu items for your website header e.g. About, etc. (Below list all the other pages that your visitors will be directed to e.g Service/Product page will have links to what services/products).

Sample Top-Level Menu in Header



Sample Sub-Level Menu in Header



Plan Your Top-Level Menu in Header

↓	↓	↓	↓	↓

Plan Your Sub-level Pages

What are the sub-level menu pages for your website? Also think of it in terms of where you want a person to go or what action you want them to take when they arrive at any of your top level menu pages. For example, your services can feature your products and services with a link that takes them to a particular product sales page. In this case, the top level menu would be "SERVICES" and the sub-level menus can be: Retreats, Private Coaching, etc. You can choose not to have a drop down menu so that the user sees these sub-level options when they arrive at one of your top level menu pages.

STEP 6: GUIDE TO PLANNING YOUR CONTENT FOR YOUR KEY PAGES

HOME PAGE

This is one of the most important pages on your website. It is usually the first place a visitor will land. This is your opportunity to give that visitor an experience during that encounter and guide them to take various actions.

Let your prospects know who you are, what you do and why you do it best.

Keep the design clean with high-resolution images and easy navigation. Avoid adding too many images and long paragraphs. Your home page should include:

COMPELLING HEADLINE

This should feature your main message to your target audience and highlight your ONE BIG IDEA that your customer will feel emotionally connected to. Use powerful words. Consider the greatest desire/dream of your ideal customer.

Write in out in no more than 6-12 words e.g. a Health Coach might say **“LET’S CREATE THE FLAWLESS BIKINI BODY OF YOUR DREAMS.”**

Write out as many versions as possible and keep improving on it until you have powerfully and clearly communicated a compelling message. You should keep your sentences short. Focus on the buyer/client and why your products and services are great for them. Always aim to write in pictures.

Imagine you are taking the customer on a journey of what her life will look like after using your products. Focus on her most highly desired and unique feature or benefit.

What will be your compelling headline/main message on your home page?

You can create one for each of your top level pages too.

Calls To Action: The goal of the home page is to move the user through the other important pages on your website and trigger a certain action. The home page is a great place to highlight your signature products and services, encouraging visitors to learn more.

You may consider including things like your *newsletter sign up form, free gifts, etc.* so that you can capture leads on your website.

What are the main “calls to action” that my home page will include? What actions do I want my audience to take, what result am I hoping to achieve? *E.g. list building, etc.*

Highlight Signature/Feature Products/Services: You may want to use feature boxes or display your signature products on your home page inviting visitors/clients to click to learn more.

Expert Positioning: Why are you an authority on the subject and who have you helped get results. You should showcase your testimonials. This is a great way to build trust with your ideal customer and send a clear message that your solutions are the best fit for them. Short quotes with names and even photos. Sample of one of my private coaching client’s testimonial.



“Working with Hanna gave me clarity on what my luxury brand should look like, feel like and sound like.

Transitioning from the Corporate world to where I am today was intimidating , but Hanna gave the perfect insight and strategies to help you dig deep beyond the surface stuff and focus on what really matters. Her insight and knowledge on creating a luxury brand was quite impressive and I am excited to relaunch with confidence and brilliance. Thanks Hanna!

Karlyn Percil, Success Coach & Elephant Storyteller, empowering millions of women to take bold action & create a meaningful life they love. As seen on Oprah's Life class & Cityline

Expert Positioning: Why are you an authority on the subject and who have you helped get results. You should showcase your testimonials. This is a great way to build trust with your ideal customer and send a clear message that your solutions are the best fit for them. Short quotes with names and even photos.

Include credibility builders like your awards or features in influential publications. These are samples of some of my media features.



THE
HUFFINGTON
POST

where[®] Milan

BOSS[®] BusinessFocus

YFS[®] MAGAZINE

Blog: You may also want to feature your recent blog post on your home page.



LISTEN TO MY INTERVIEW WITH JOHN LEE DUMAS ON EOFIRE



Social Media Buttons: Build your community by providing links to your social media pages by displaying the icons.

The Power of You: Speak to one person by using words like YOU and YOUR. It is useful to make the interaction personal so your audience feels like you understand them.

Other things to consider: Be generous with white spaces. Include a pop-up opt-in form, lead magnet (*free offer*) and avoid too much jargon. Keep it simple.

GUIDELINES FOR YOUR ABOUT PAGE

Your about page is meant to tell the story of your brand and build a connection with your audience.

Some guidelines to remember:

INCLUDE THE READER

Don't keep it me, me, me! You want to share your story to let your customer know you've been there and this is why you are so passionate about working with them or offering this amazing solution to their problem.

BE AUTHENTIC AND SHARE WHAT YOU STAND FOR

You must be completely authentic. While this is a marketing tool, this is an opportunity for your customer to get to know you and get a sense of your personality, passion, and competence.

SHARE YOUR PROFESSIONAL JOURNEY

There is nothing like a great story to create connections and build trust and rapport, especially when it is authentic. This is why storytelling is becoming one of the biggest and most effective marketing tools today.

It allows customers to get to know the brand on a deeper and emotional level. It makes the brand relatable. As humans, finding situations we can relate to is part of our DNA. Tell your story.

What aspects of your journey are similar to your ideal customer that you will share on your website? *(What do you want your clients to know about you and why you understand where they are?)*

What proof do you have that lets them know you can do what you say? (*Why are you an authority on the subject? Certifications, Professional degrees? Work/life experience?*)

USE COMPELLING HEADLINES

As always cater for people who will skim by using bold compelling headlines, sub-headers and bolding text for emphasis and contrast within your copy.

BE VISUAL

Break up your text using images so that your reader doesn't feel overwhelmed. Showing a picture of yourself adds to building trust, connection, and credibility. Make eye contact in those photos.

A SHORT BIOGRAPHY

You can also include your short biography on the about page so that you can highlight key aspects of your resume *e.g. certifications, background etc.*

TIPS FOR YOUR OTHER PAGES

Stay focused on the needs and desires of your ideal client.

Always use the word "You" (*speak to one person*).

Sound conversational when you write. Imagine you are speaking to a good friend. Drop the hard to understand business jargon.

Use high-resolution images and bold, compelling headlines.

Ensure that you have a clear call to actions with attractive buttons.

Maintain consistency in the use of colours, fonts, and style of writing across your website.

Embrace white spaces.

Break up paragraphs to make text easier to read. Keep your paragraphs 3-4 lines.

HOME PAGE COPY

Write and plan out your home page copy and features in this box. Include what buttons you need e.g Learn more, buy now, etc.

ABOUT PAGE COPY

Write and plan out your home page copy and features in this box. Include what buttons you need e.g Learn more, buy now, etc.

SERVICES/PRODUCT PAGE

Write and plan out your home page copy and features in this box. What will you showcase here? Will you collect payments online? If so how e.g. Paypal, Strip, Wave Accounting, etc.

CONTACT US PAGE

How can visitors contact you? What will be on this page?

OTHER PAGES

What other pages do you need on your website? (Think of what you want people do on your website. Will you need to collect payments? If so how?)

REFLECTIONS/NOTES

HOMEWORK SUGGESTIONS



Complete the worksheets and templates in this workbook.



Research other websites that have the style and features you love.

CONNECT IN OUR ONLINE COMMUNITY

<https://www.facebook.com/hannafitz/>

Read this article on some amazing business tools: <http://hannafitz.com/5-amazing-tools-every-business-owner-should-know-about/>

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