

DIY

WEBSITE

PLANNING

GUIDE

This DIY Website Planning Guide is a step-by-step resource for business owners and entrepreneurs to confidently plan their website. It covers key elements like setting goals, identifying audiences, structuring layouts, and content planning. With worksheets and templates, it helps users create a user-friendly, conversion-focused site that aligns with their brand, offering a clear roadmap for launching or redesigning a website.

# The Purpose

Understanding the purpose of your website is crucial, as it shapes its layout, design, and functionality. Clear goals guide the site's structure, ensuring it not only looks good but also meets business objectives and serves the audience effectively.

## What is the purpose of my website?

- Generate Leads
- Brand Awareness
- E-Commerce
- Customer Support
- Personal Blog/Portfolio Showcase
- Educational Resource/News & Media
- Nonprofit & Fundraising
- Other: \_\_\_\_\_

## What do I want visitors to do when they land on my website?

Think about what actions you want your clients to make on your website. For example: You want them to contact you, book a meeting, place items on shopping cart or place an order.

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# The Target Audience

Knowing who you are designing for helps businesses create a website that resonates with visitors and encourages action.

## Demographic

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Ethnicity: \_\_\_\_\_

Location: \_\_\_\_\_

Income: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Job Title: \_\_\_\_\_

Education: \_\_\_\_\_

# of Children: \_\_\_\_\_

## Lifestyle

Hobbies: \_\_\_\_\_

Activities: \_\_\_\_\_

Interest: \_\_\_\_\_

Values: \_\_\_\_\_

Attitude: \_\_\_\_\_

Opinions: \_\_\_\_\_

# The Content

When gathering website content, focus on making it clear, friendly, and easy to understand. If you're stuck, AI tools can help generate ideas or draft copy. Keep it simple to enhance user experience and engagement.

For visuals, it's best to use your own photos, with many tutorials available for shooting with your phone. If that's not possible, use license-free photo sites like:

[www.unsplash.com](http://www.unsplash.com)

[www.pexels.com](http://www.pexels.com)

[www.burst.shopify.com](http://www.burst.shopify.com).

## What information do I want to display?

1) About Us

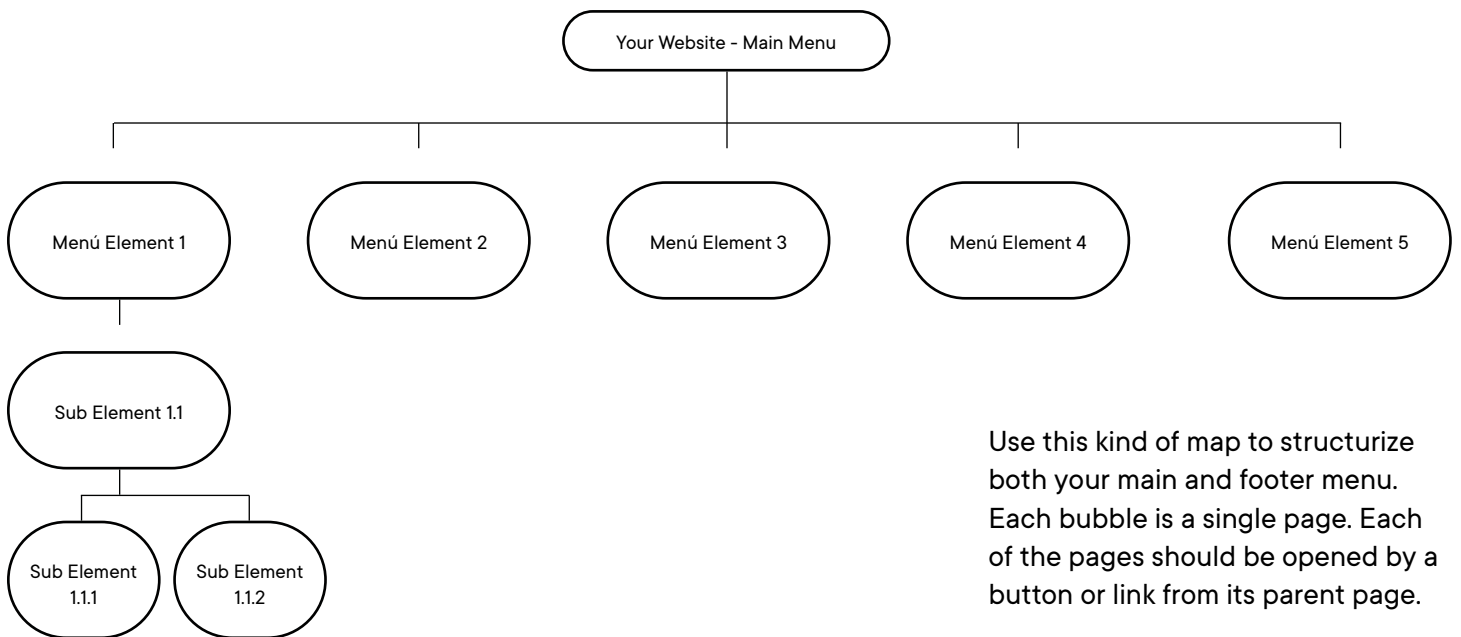
2) Contact Information

2.1) Socials

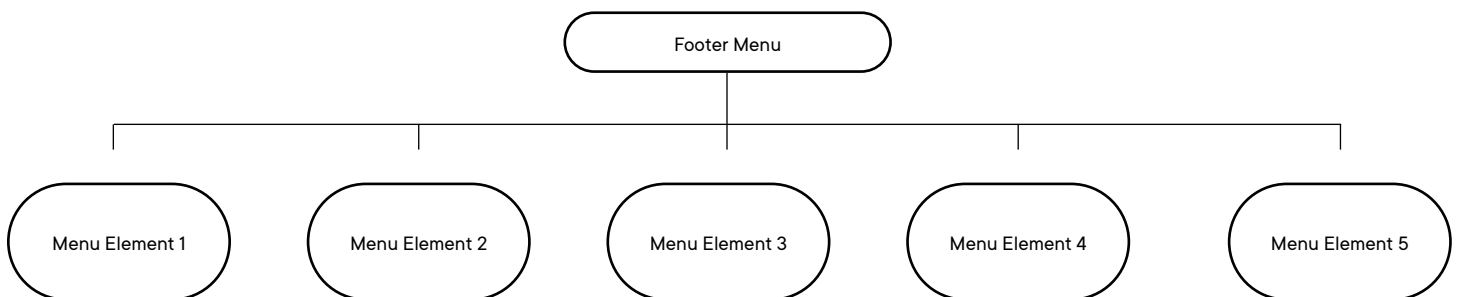
2.2) E-mail


# The Structure

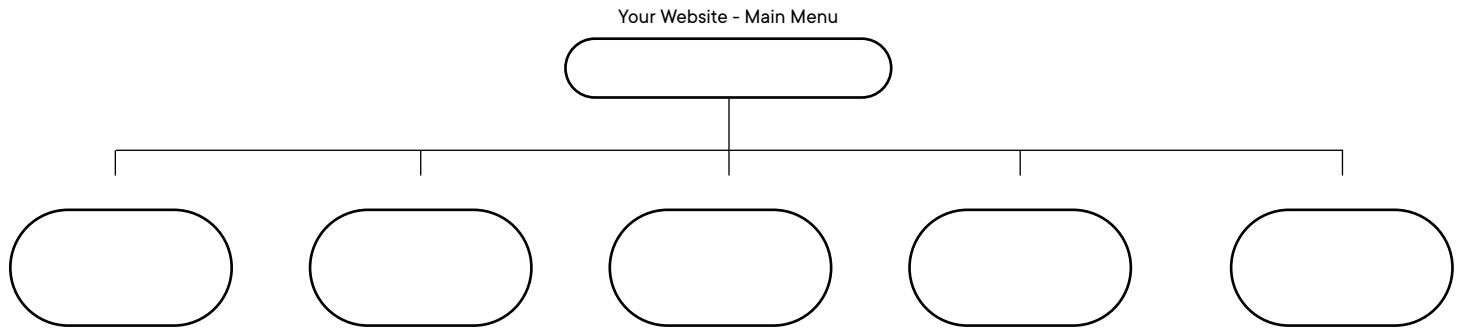
The structure of a website is shaped by its menus. We suggest limiting your menus to around five items. Organize important information clearly to ensure a user-friendly site, allowing visitors to easily navigate without being overwhelmed by too many options. Use the footer menu to display less important items that don't need to be in the main menu. Fill this section with the information you've already written in the last section.



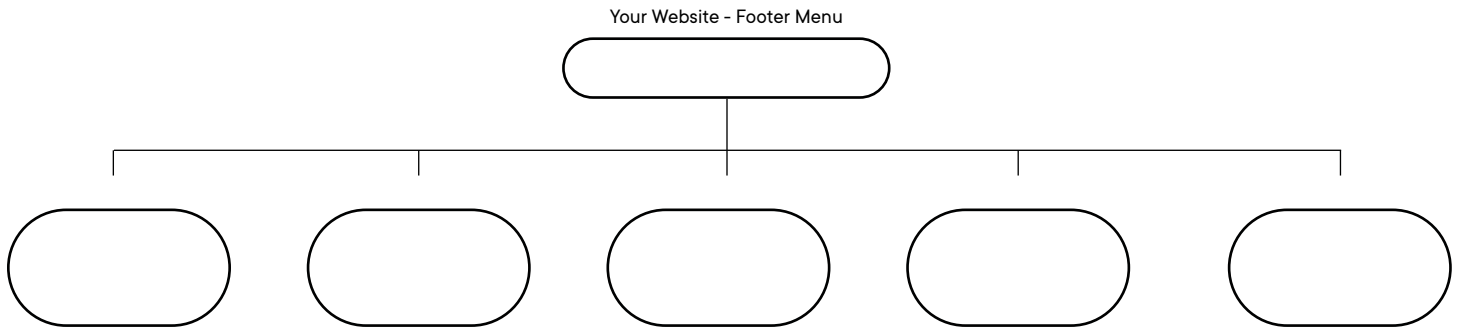
Use this kind of map to structurize both your main and footer menu. Each bubble is a single page. Each of the pages should be opened by a button or link from its parent page.



Complete your website mapping structure based on your content.



Use the footer menu to add menu elements that are not as important as the main menu elements but you still want to include in your website. These could be pages like blog, shipping information, contact information and socials.





Thank You!

# What's Next?

Are you ready to launch your website?  
Check out Part Two of our Free Web Design  
Guides and start designing your website!



Visit [www.studiomondos.com/resources/](http://www.studiomondos.com/resources/) for more.