

The background of the entire page is a repeating pattern of watermelon slices. Each slice is a triangular wedge, showing the bright red, juicy flesh with several small, black seeds. The slices are arranged in a staggered, grid-like pattern across a plain white background. The green rind of the watermelon is visible at the base of each slice.

THE SMART
WEBSITE
PLANNER

WITH ♥ FROM

Magnoliahouse



MAGNOLIAHOUSE
CREATIVE

THERE ARE TWO WAYS TO BUILD A WEBSITE.

The first way is the way that most of us go about it. Scour competitors' sites, making a long list of boilerplate pages to add and content to create. Spend months with a flashing cursor on a blank page, trying to come up with stuff to fill it. Obsess over the tiniest of details while forgetting about the big picture strategy. Publish your site months behind schedule and watch it fizzle, no matter how beautiful it may be.

Then there's the smart way.

Start with the end in mind, defining clear goals and objectives. Make a strategic plan to move your visitor from lukewarm onlooker to brand evangelist. Build the features and functionality you need to integrate your site seamlessly with your business and marketing plans. Launch a website that's both gorgeous *and* optimized for conversions.

I created this planner to help you get started building your website the smart way. Use it to guide your website planning by focusing on things that matter - the design & strategy that actually makes a difference.



OK, COOL, BUT WHO ARE YOU?

I'm Irene Hardy, and I'm in charge of all things brand around here.

I started Magnoliahouse Creative in 2014 because I wanted to have more fun at work. With a background in start-up marketing, an education in analytics & award-winning experience in editorial design I combine advanced strategy with gorgeous visuals to create beautiful brands that convert.

When I'm not working, I'm the new girl in town in Columbia, SC with my husband, Zac, and poorly-behaved bichon, Max. You might catch me with a cold glass of rose on the back porch, cheering for the Texas Longhorns or cooking something delicious from scratch.

START WITH YOUR GOALS

There needs to be a reason you're building a new website. Otherwise, you should take a nap, drink a margarita or call your mom. There's something you don't have now that you want, and you think a new website can solve it for you.

WHAT ARE YOUR WEBSITE GOALS?

Examples: Book more (or any) clients, charge higher prices, make more money, sell more (or any) products, create affiliate revenue, position self as influencer

CIRCLE YOUR TOP 1-3.

CREATE A STRATEGIC EXPERIENCE

For each goal, plan the user experience or customer journey.

GOAL #1:

WHO IS THE CLIENT?

HOW DID THEY GET TO YOUR SITE?

Examples: Search, Pinterest, social, referral, email link you sent them

WHAT PAGE DO THEY LAND ON?

Examples: Home, blog post, portfolio, pricing page

WHAT INFORMATION DO THEY NEED IN ORDER TO CONVERT?

WHAT FEELING DO YOU WANT TO GIVE THEM?

Examples: Trust, urgency, aspiration

WHAT IS THE SPECIFIC CONVERSION?

Examples: Fill out contact form, make a purchase, sign up for email list

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GOAL #2:

WHO IS THE CLIENT?

HOW DID THEY GET TO YOUR SITE?

Examples: Search, Pinterest, social, referral, email link you sent them

WHAT PAGE DO THEY LAND ON?

Examples: Home, blog post, portfolio, pricing page

WHAT INFORMATION DO THEY NEED IN ORDER TO CONVERT?

WHAT FEELING DO YOU WANT TO GIVE THEM?

Examples: Trust, urgency, aspiration

WHAT IS THE SPECIFIC CONVERSION?

Examples: Fill out contact form, make a purchase, sign up for email list

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GOAL #3:

WHO IS THE CLIENT?

HOW DID THEY GET TO YOUR SITE?

Examples: Search, Pinterest, social, referral, email link you sent them

WHAT PAGE DO THEY LAND ON?

Examples: Home, blog post, portfolio, pricing page

WHAT INFORMATION DO THEY NEED IN ORDER TO CONVERT?

WHAT FEELING DO YOU WANT TO GIVE THEM?

Examples: Trust, urgency, aspiration

WHAT IS THE SPECIFIC CONVERSION?

Examples: Fill out contact form, make a purchase, sign up for email list

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BUILD THE BLUEPRINT

Using the user experiences you mapped above, map out each page of your website. Don't forget to include calls to action and links to direct the client through each area. If you get stuck, use some of our favorite conversion tools.

SOCIAL PROOF:

- Testimonials
- Press links
- Social media feeds

PRODUCT OR SERVICE EDUCATION:

- Features & benefits
- Prices & packages
- Case studies
- Portfolio

NAVIGATION

- Menus
- Calls to Action

ECOMMERCE:

- Related products
- Gift guides & wishlists
- Product reviews
- Product tutorials

FAMILIARITY + TRUST:

- Professional Bios
- Headshots
- Personal details
- Credentials / experience
- Videos

LIST BUILDING + LEAD GENERATION:

- 2-Step opt ins
- Lead magnets
- Blog content upgrades
- Contact forms

LOOK + FEEL:

- Logos
- Typography
- Color
- Imagery
- Language & tone

THE MAGNOLIAHOUSE SMART WEBSITE PLANNER

BUILD THE BLUEPRINT, CONTINUED

READY TO BUILD YOUR SMART WEBSITE?

We work with creative entrepreneurs, wedding businesses and lifestyle brands to create elegant brands and websites that convert.

MAGNOLIAHOUSECREATIVE.COM