



Your Website Roadmap

weeknight
website

Step 1

List the functionality and pages you KNOW you want.

Circle the ones that apply:

Blog | Contact Form | Order Form(s) | Shop | Booking Form | Portfolio
Photo Gallery | Music Player | Calendar | Video Gallery | Mailing List Form

Step 2

Look at other people in your industry and make a list of other things you may want.

*Sidenote here: DON'T GET SUCKED INTO THE COMPARISON TRAP HERE. It's important not to get into self-doubt and change your whole plan based on what you see. You are making a website that's tailored to what YOU do, and one you're actually going to finish. You can always iterate and improve, but you'll never launch your site if you go into a tailspin over your competitors' websites (or careers!)

Step 3

What's the #1 thing you want people to do on your site?

This is going to be prominent on your site.

Step 4

What are the #2 and #3 things? These are going on your homepage

Circle the ones that apply:

Blog | Contact Form | Order Form(s) | Shop | Booking Form | Portfolio
Photo Gallery | Music Player | Calendar | Video Gallery | Mailing List Form

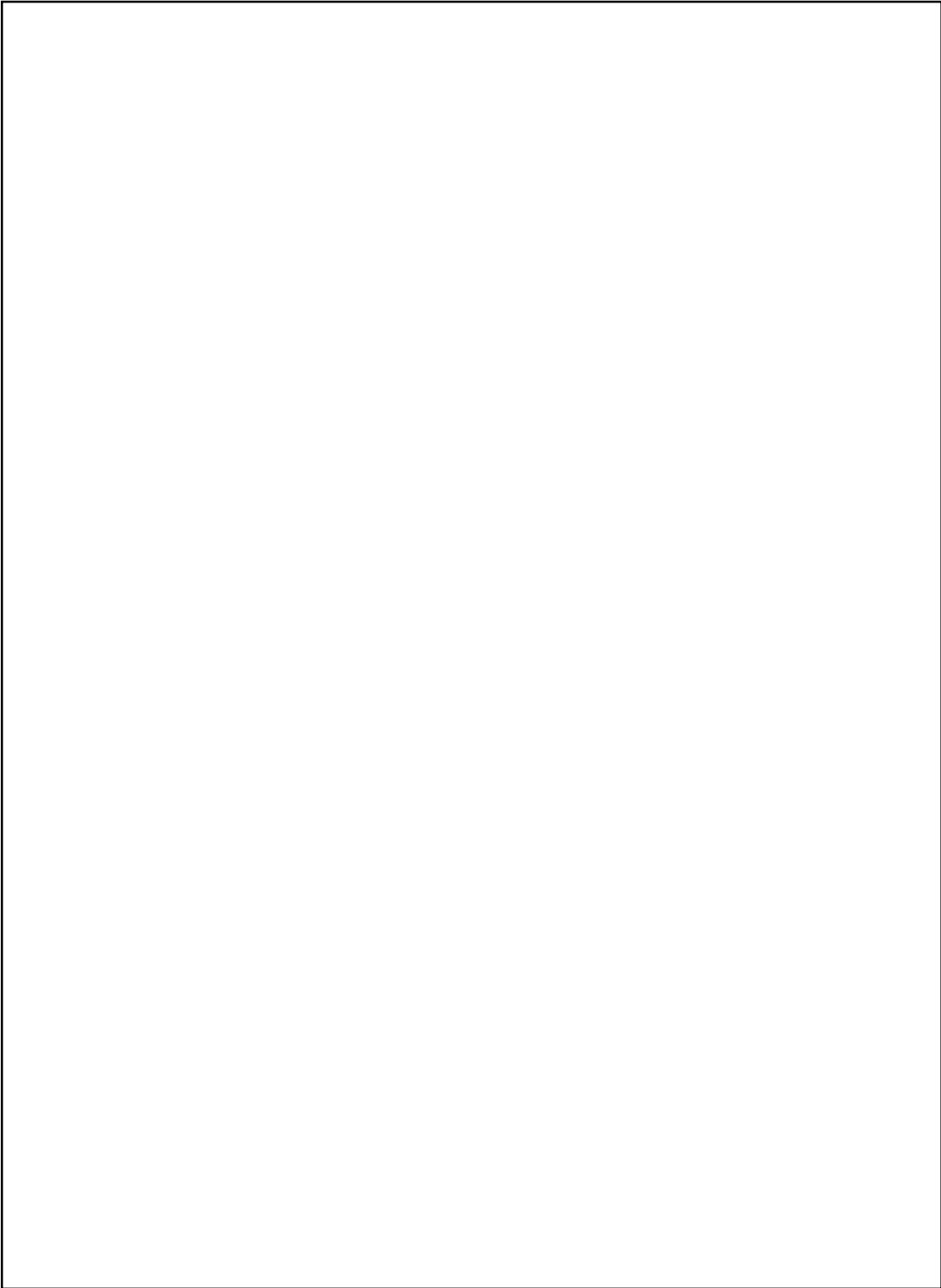
Step 5

The rest should go into your navigation

Main navigation (max 5 things):

Sub navigation:

Now make a sketch:



Not sure what to put on your site? Here are some things to think about...

How are you going to build trust?

Portfolio | Testimonials/Reviews | Media Logos | Sales Facts/Case Studies | Story | Process

How do people buy your product/book you/opt in?

Opt in form | Online Store | Sales Page | Booking Form | Process Page w/ Contact Form

How do you want people to reach you?

How are you going to give back to your audience?
