

The background features two large, overlapping, organic shapes. The shape on the left is a vibrant purple, and the shape on the right is a soft, dusty pink. They overlap in the center, creating a subtle gradient effect. The overall aesthetic is modern and clean.

# **Your Website Roadmap**

# Step 1

List the functionality and pages you KNOW you want.

Circle the ones that apply:

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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.

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\*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.

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## Step 4

What are the #2 and #3 things? These are going on your homepage  
Circle the ones that apply:

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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):

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Sub navigation:

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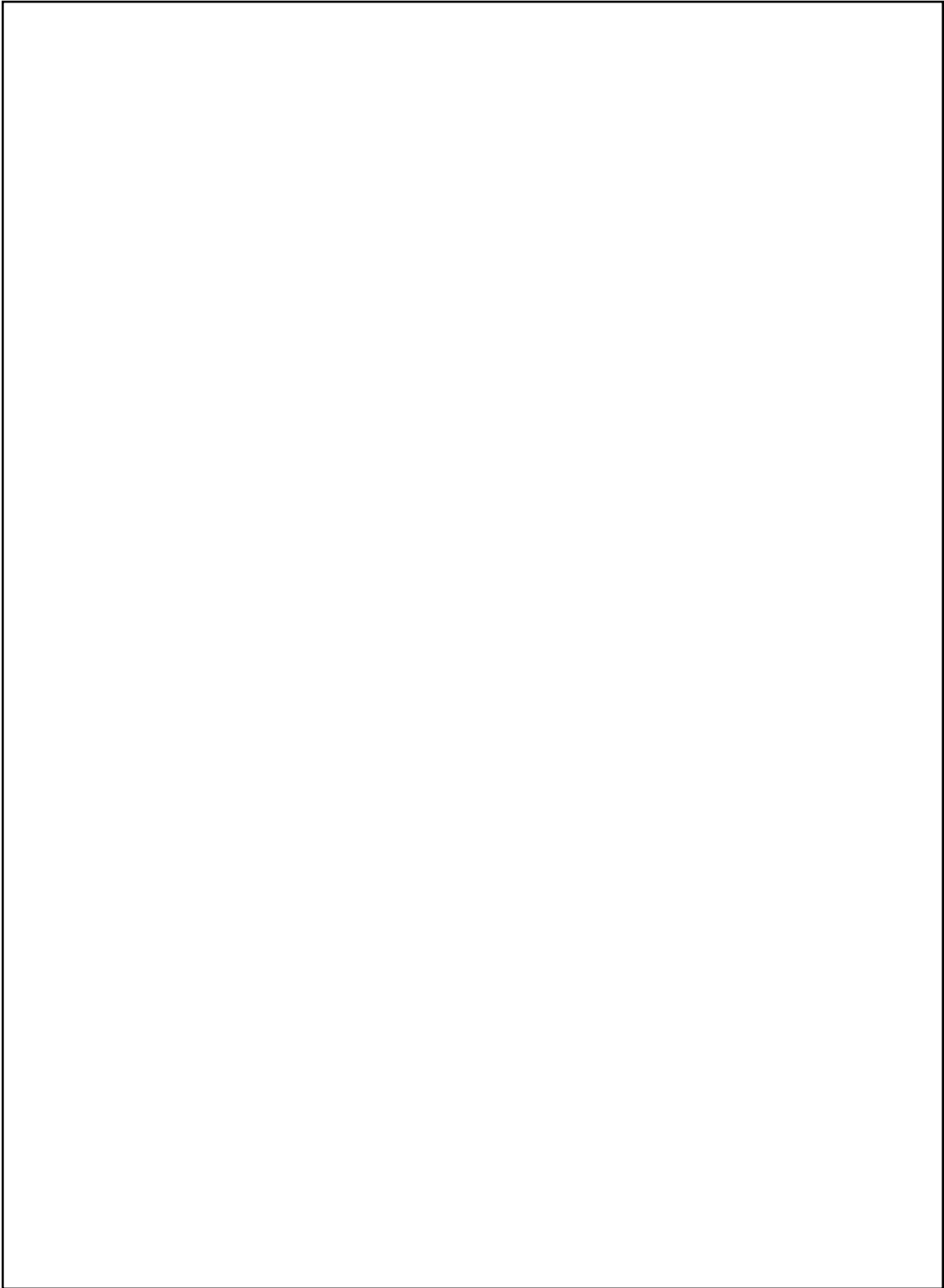
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**Now make a sketch:**



**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?**

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**How are you going to give back to your audience?**

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