

*What's in your Website?*  
content creator

What's In Your Website?

# CONTENT CREATOR

Building a Heart-Centred Online Business is one of the most exciting things to do and we are so fortunate to be living in these times where technology allows us to share our visions, stories and experiences to teach, serve and grow. Your website is where your Online Brand has its home. It's your very own piece of internet real estate that you own!

However, getting your website up and running is one thing, but creating content for it is quite another. You need to have an idea of where to begin so that you don't max out in overwhelm city and also, a bit of a plan to work out what you think you may need.

This is what the CONTENT CREATOR is all about.

Your online business and brand, and in particular your website is your home. You need to carefully plan out what you want IN the website before we start designing.

This is a brainstorming workbook that will help you to figure out where your content should go. It doesn't matter if you have a little or a lot, you must have your visitors in mind as they will be the ones who will be reading, clicking and essentially buying from you.

Happy Content Creation!

Love Susan xx

# CONTENT

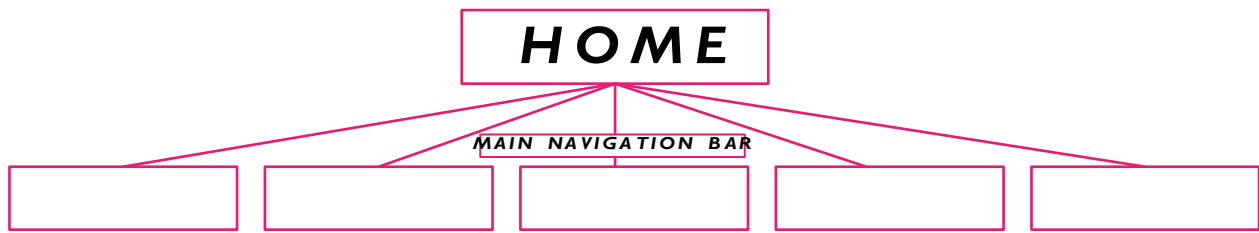
Create a list starting with your main navigation at the top. Then work your way through each, thinking carefully about which new page might evolve as you click through your site.

## **YOUR PAGE**

## **DESCRIPTION**


# SITE ORGANIZATION

Now organize your content a little more. Which of the items listed above need a page to themselves? Can any of them be grouped together? What are your main pages? Fill in your main navigation bar and list the pages that would drop-down or connect with it. ( Example : SERVICES would be your main navigation then list service 1, 2 and 3 )



## YOUR SIDE BAR

If you have a side bar, what will you have on it? ( Example: Pages, archives, social media... )

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## YOUR FOOTER

What will you include in your footer? ( Example: Menu, Twitter feed, a video.. )

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## SOCIAL NETWORKING

List your social networking sites and their links.

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# FORMS

What forms will you need?

Contact form

Application or Registration

Survey or other feedback form

Booking or reservation form

Other: \_\_\_\_\_

# SHOPPING CART

Do you require a shopping cart?

If yes, please list your main product and or categories:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

How will people pay you?

Do you have a Merchant Account ( Like Pay-Pal )?

# YOUR BLOG

Will you have a Blog?

If yes, how would you most like to use your Blog:

What will your blog bio say?

# OPT-INS

How many will you have

In what form will it be ( newsletter, video, workshop, e-book etc. )

What are you calling it or them?

# CALL TO ACTIONS

What action do your visitors need to take? Try to keep these to a minimum. CTA's are focal points. You don't want so many that it confuses your viewer right into the shiny object syndrome.

( Example: sign-up for your newsletter, buy a product, get a free consult etc. )

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# PHOTOS & OTHER ELEMENTS

Photographs and other elements can make or break your site. Just like a professional designer, it is important to hire a photographer for your photographs or purchase high quality images online. If you are working with me and you don't have professional photography, I can help you in finding the right images to compliment your brand.

Here are some examples of what else you might include in your site:

Your own Photos.

Stock photos can be obtained from online (My favorites are Istock Photos, Fotolia and Stocksy) Sound, either musical background or streaming Real Audio for music or voice.

Video

List out what you will include in your site.

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# BRAINSTORM!

Use this page to brainstorm your ideas and do a brain-dump to get everything out of your head.