

5 STEPS TO GET YOUR WEBSITE READY

(Before you hire a Web Designer)



A quick guide for new small business owners who want to launch their site with confidence



STEP 1: DEFINE YOUR PURPOSE

Before you think about colors or fonts, get clear on what your website is for.

Ask yourself:

- What's the goal of my site? (To get bookings, showcase work, sell products?)
- What do I want visitors to do next? (Call, fill out a form, follow me?)

Having a clear purpose will guide every design decision later.



important tip

Don't try to make your website do everything. Focus on one main goal like getting inquiries, building trust, or showcasing your work.

A clear purpose makes your site easier to design, easier to navigate, and more effective at turning visitors into clients.



STEP 2: KNOW YOUR AUDIENCE

Think about *who* you are building your site for. Write down:

- Who your ideal client is
- What they are looking for when they visit your site
- What problems you can solve for them

Knowing your audience helps your website speak directly to them and makes your message stronger.



The better you understand your audience, the easier it becomes to design a website that connects with them. When you know their goals, frustrations, and what they value most, your message naturally starts to speak their language — and that's when your website truly works for you.



before you move on

Make sure you've defined your brand message first — what your business stands for, who it's for, and what makes it different. Without that clarity, your content won't feel connected or consistent once you start gathering photos and writing copy.

STEP 3: GATHER YOUR CONTENT

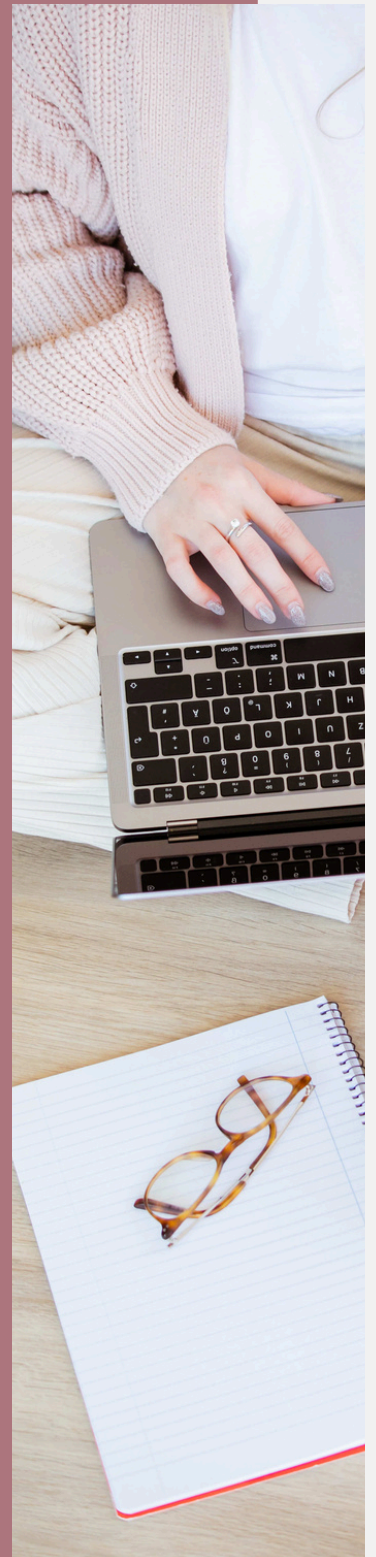
Start collecting everything your designer will need:

- Your logo, brand colors, and fonts (if you have them)
- Photos or brand images
- Written content (About section, services, contact info, etc.)

Pro tip: Create a folder on your computer just for your website assets; it'll make the design process smoother!

STEP 4: PLAN YOUR PAGES

1. *Home Page:* Your first impression — make it clear who you are and what you offer within seconds.
2. *About:* Share your story, values, and what makes your business different. People connect with people!
3. *Services:* Clearly explain what you do, who it's for, and how clients can work with you.
4. *Contact:* Make it easy to reach you — include a form, email, or booking link.
5. *Optional - Gallery, Testimonials, Blog:* Showcase your work or past projects so visitors can see your quality and style. Get real testimonials to attract confidence. Throw in a fun/informative blog too!



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Look for inspiration everywhere — websites, social media, magazines, or even your favorite brands — but always make it your own. The best websites aren't copied; they reflect the heart of your business, your unique style, and the story you want to share. Take what resonates, leave what doesn't, and let your personality shine through every page

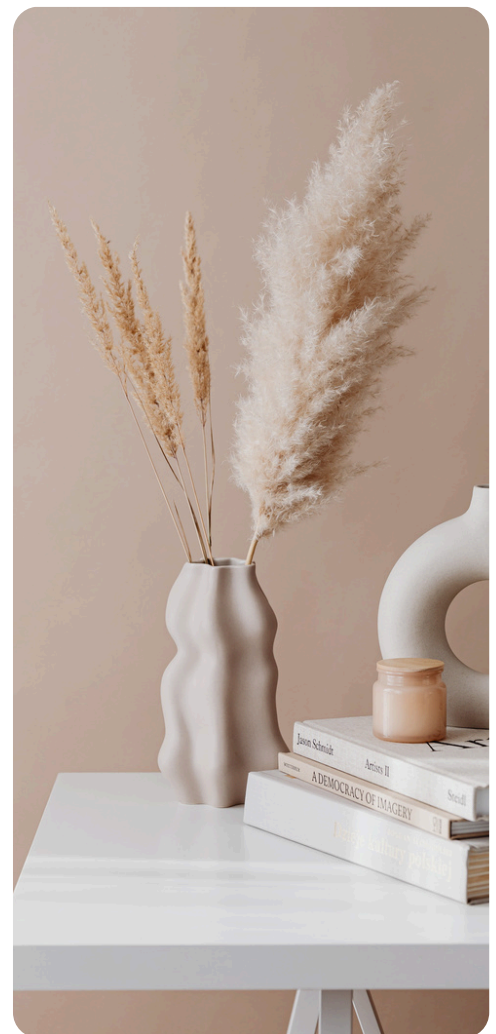
STEP 5: GET INSPIRED (but stay true to you)

Browse other websites for ideas, but don't copy — focus on what feels right for your brand.

Look for:

- Layout styles you love
- Color combos that fit your business vibe
- Design features that reflect your personality

Your website should represent you — clean, clear, and aligned with your business goals.



CONCLUSION AND NEXT STEPS

Congratulations! You've taken the first steps toward creating a website that truly represents your business. By defining your purpose, understanding your audience, gathering your content, planning your pages, and finding inspiration, you're now ready to move forward with confidence.

Next Steps:

1. Review your notes: Make sure your brand message, audience insights, and content are organized and complete.
2. Prioritize your pages: Decide which pages are essential for your launch and which can come later.
3. Reach out to a designer (like me!): Share your guide, notes, and inspiration so your website can be built efficiently and beautifully.
4. Stay inspired: Keep collecting ideas, colors, and layouts that reflect your unique brand – inspiration can strike at any time!

Your website is more than just pages – it's your business story online. Plan carefully, and it will reflect your brand perfectly.



Thank you!

Thank you for downloading this guide! I hope it helps you feel more confident and prepared as you plan your website. I can't wait to see your business shine online!



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