



BUILD YOUR WEBSITE

SCHEDULE

WEEK 1

- ☐ **STEP ONE:** WHY
- ☐ **STEP TWO:** PRIORITIZE

WEEK 2

- ☐ **STEP THREE:** DEVELOP YOUR IA
- ☐ **STEP FOUR:** WIREFRAME

WEEK 3

- ☐ **STEP FIVE:** GATHER, GATHER, GATHER
- ☐ **STEP SIX:** STYLE HUNT

WEEK 4 & BEYOND

- ☐ **STEP SEVEN:** BUILD
- ☐ **STEP EIGHT:** ITERATE & IMPROVE

STEP ONE: WHY ARE YOU BUILDING A WEBSITE?

- | | | |
|---|---|---|
| <input type="checkbox"/> Increase brand awareness | <input type="checkbox"/> Sell your product(s) | <input type="checkbox"/> Catalogue client resources |
| <input type="checkbox"/> Showcase past work | <input type="checkbox"/> Sell your service(s) | <input type="checkbox"/> Manage your client info |
| <input type="checkbox"/> Capture new business | <input type="checkbox"/> Generate ad revenue
<i>(display ads, promote affiliate links)</i> | <input type="checkbox"/> Engage event attendees |
| <input type="checkbox"/> Explain your process | | <input type="checkbox"/> Other |

STEP TWO: PRIORITIZE

My website must:



STEP THREE: DEVELOP YOUR IA

A large grid of dotted lines for sketching or writing.



STEP FOUR & FIVE: WIREFRAME + GATHER

PAGE TITLE:

CONTENT NEEDS:

MEDIA NEEDS:

PAGE TITLE:

CONTENT NEEDS:

MEDIA NEEDS:



STEP SIX: STYLE HUNT

- ☐ **A LIST APART** www.alistapart.com
- ☐ **DRIBBBLE** www.dribbble.com
- ☐ **UNSPLASH** www.unsplash.com
- ☐ **SITE INSPIRE** www.siteinspire.com

SITES I LOVE:

STEP SEVEN: BUILD

YOU CAN DO THIS.

FAVORITE MOTIVATIONAL QUOTE

STEP EIGHT: ITERATE AND IMPROVE

Sections I will add in 3 months:

Sections I will add in 6 months:

I am excited to update my site:

- ☐ Monthly
- ☐ Quarterly
- ☐ Every 6 months
- ☐ Once a year