

# LSDB

## Website Planning Checklist

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London School of  
DIGITAL BUSINESS

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# 1.Purpose

1. The website aims to create a warm, engaging, and professional online presence for Graham. It includes various pages such as Home, Social Media Integration, Journey Map, Professional and Personal Story, Services, Testimonials, Teaser Videos, Blog Posts, and a Connect Page.
2. . The website aims to sell the idea of Graham as a professional and approachable individual offering valuable services like workshops and coaching.

The key objectives might include

1. **Impression Reinforcement:** Ensure that visitors leave with a positive and memorable impression of Graham and his offerings, aligning with the initial in-person or referral interactions.
2. **Engagement and Sharing:** Create a website that is engaging and shareable, encouraging visitors to share their experience or the website content on social media platforms.
3. **Information Dissemination:** Effectively communicate Graham's professional background, personal story, and the range of services offered.
4. **Credibility Building:** Showcase testimonials, case studies, and teaser content to build credibility and demonstrate the value of Graham's expertise.
5. **Connection and Conversion:** Facilitate easy connection with visitors through a connect page that integrates an appointment booking system, ultimately leading to the conversion of potential clients.

By aligning the website structure and content with these objectives, you can create a compelling online presence that reflects Graham's personality and professionalism, while also providing valuable information to visitors.

### 3. Audience Analysis

1. **Professionals Seeking Development:**

- **Characteristics:** Working professionals looking to enhance their skills, leadership, or overall personal development.
- **Interests:** Professional growth, effective communication, leadership skills.
- **Needs:** Access to quality coaching, workshops, and tailored solutions for career advancement.

2. **Referral Network:**

- **Characteristics:** Individuals referred to Graham by colleagues, friends, or other professionals.
- **Interests:** Trustworthy recommendations, validating Graham's expertise.
- **Needs:** Clear information on Graham's background, services, and client testimonials.

3. **Businesses and Organizations:**

- **Characteristics:** Companies seeking training or coaching services for their employees.
- **Interests:** Effective training programs, leadership development, employee engagement.
- **Needs:** Detailed information on Graham's expertise, previous corporate engagements, and the benefits of his services for businesses.

4. **Individuals Interested in Personal Growth:**

- **Characteristics:** Individuals seeking personal development and growth opportunities.
- **Interests:** Self-improvement, life coaching, personal success stories.
- **Needs:** Access to Graham's personal story, information on one-on-one coaching, and testimonials from individuals who have benefited.

5. **Social Media Users:**

- **Characteristics:** People active on social media platforms.
- **Interests:** Engaging content, community interaction.
- **Needs:** Integration with social media platforms, shareable content, and a dynamic online presence.

6. **Tech-Savvy Individuals:**

- **Characteristics:** Those comfortable with online interactions and technology.
- **Interests:** Seamless website navigation, online booking systems.
- **Needs:** User-friendly website design, easy appointment booking options, and responsive design for various devices.

## 4. Audience Profile Checklist

Understanding these audience segments can guide content creation, design choices, and overall website strategy

1. **Demographic Information:**
  - Age range
  - Gender
  - Occupation/Industry
  - Income level
  - Location (urban, suburban, rural)
2. **Psychographic Information:**
  - Interests and hobbies
  - Values and beliefs
  - Lifestyle (busy professionals, individuals seeking work-life balance, etc.)
  - Attitudes towards personal and professional development
3. **Behavioral Information:**
  - Online behavior (frequency of internet use, preferred platforms)
  - Buying behavior (impulse vs. researched decisions)
  - Communication preferences (email, phone, social media)
4. **Professional Background:**
  - Industry and sector
  - Job roles and responsibilities
  - Career stage (entry-level, mid-career, executive)
5. **Referral Network:**
  - Common sources of referrals (colleagues, friends, industry networks)
  - Trust factors influencing referral acceptance
6. **Motivations and Goals:**
  - Professional development goals
  - Personal growth aspirations
  - Challenges or pain points seeking solutions
7. **Online Behavior:**
  - Preferred social media platforms
  - Frequency of online interactions
  - Content consumption habits (videos, articles, podcasts)
8. **Device and Technology Usage:**
  - Devices used (desktop, laptop, mobile)
  - Comfort with technology and online interactions
9. **Buying Intentions:**
  - Awareness of coaching or training needs
  - Decision-making process for investing in personal/professional development services
10. **Communication Preferences:**

- Preferred communication channels (email, phone, social media messaging)
  - Frequency of communication desired
11. **Concerns and Objections:**
    - Common objections or hesitations towards coaching or training services
    - Misconceptions that need to be addressed
  12. **Feedback and Testimonials:**
    - Preferred ways of providing feedback
    - Types of testimonials or success stories that resonate
  13. **Identify Competitors:**
    - List direct competitors offering similar services in the personal/professional development or coaching industry.
    - Include both local and online competitors.
  14. **Review Competitor Websites:**
    - Analyze the design and user experience of competitor websites.
    - Identify key features, content structure, and navigation elements.
  15. **Content Analysis:**
    - Examine the type and quality of content on competitor websites.
    - Look for strengths and weaknesses in their messaging, storytelling, and information presentation.
  16. **Online Presence:**
    - Assess competitors' engagement on social media platforms.
    - Identify the frequency and nature of their interactions with the audience.
  17. **SEO Analysis:**
    - Evaluate competitors' website SEO, including keywords, meta tags, and content optimization.
    - Identify areas where competitors are performing well in search engine rankings.
  18. **Services and Offerings:**
    - Understand the range of services offered by competitors.
    - Analyze how they position and differentiate their offerings.
  19. **Client Testimonials and Reviews:**
    - Look for client testimonials and reviews on competitors' websites or third-party platforms.
    - Identify common positive feedback and areas of improvement.
  20. **Pricing Structure:**
    - Investigate the pricing models and structures of competitors.
    - Understand what value they provide at different price points.
  21. **Marketing and Promotional Strategies:**
    - Examine competitors' marketing initiatives, such as promotions, events, or collaborations.
    - Identify successful strategies and areas for improvement.

## 5.Site Structure

### Home Page:

- Welcome message
  - Overview of key points
  - Visual elements
  - Call to action
  - **Services:**
    - List of services
    - Benefits of each service
  - **Testimonials:**
    - Quotes from clients
    - Case studies
  - **Journey Map:**
    - Interactive map showing the journey to signature workshop, coaching, tailored solutions
  - **Connect:**
    - Contact information
    - Appointment booking system
    - Contact form
  - **Blog/Articles:**
    - Insights and expertise
    - Relevant topics
    - Success stories
  - **Teaser Videos and Content:**
    - Video gallery
    - Snippets of training material, blog posts, articles
  - **Integration with Social Media:**
    - Links to social media profiles
    - Social media feed
  - **FAQs:**
    - Common questions and answers
  - **Resources:**
    - Downloads (ebooks, guides, infographics)
    - Recommended reading
  - **Footer:**
    - Navigation links
    - Copyright information
    - Privacy policy and terms of use
1. **Consistent Branding:**
- Maintain a consistent color scheme, typography, and overall branding throughout the website.

- Use Graham's logo prominently and consistently.
- 2. **Intuitive Navigation:**
  - Design a clear and simple navigation menu.
  - Group related content under logical categories.
  - Use descriptive labels for navigation items.
- 3. **Mobile Responsiveness:**
  - Ensure the website is optimized for various devices, providing a seamless experience on desktops, tablets, and mobile phones.
  - Use responsive design principles to adapt the layout to different screen sizes.
- 4. **Whitespace and Clarity:**
  - Use whitespace strategically to avoid a cluttered appearance.
  - Prioritize clarity and readability in text and visual elements.
- 5. **Call to Action (CTA) Buttons:**
  - Make CTA buttons visually distinct with a contrasting color.
  - Use clear and action-oriented language on buttons.
- 6. **Visual Hierarchy:**
  - Prioritize content based on importance using visual hierarchy techniques.
  - Use larger fonts, bold text, or contrasting colors for more critical information.
- 7. **Interactive Elements:**
  - Ensure interactive elements (buttons, links, forms) are easily clickable.
  - Provide visual feedback for user interactions, like button press effects.
- 8. **Loading Speed Optimization:**
  - Optimize images and other media for fast loading times.
  - Minimize the use of large files that could slow down the website.
- 9. **User-Friendly Forms:**
  - Keep forms simple and ask for only essential information.
  - Provide clear labels and instructions.
  - Use inline validation for real-time feedback on form inputs.
- 10. **Typography:**
  - Choose readable fonts and maintain a consistent font style across the website.
  - Use font sizes and styles to emphasize important content.
- 11. **Feedback and Error Messages:**
  - Provide clear feedback for user actions, such as successful form submissions.
  - Clearly communicate errors and provide guidance on how to correct them.
- 12. **Scannable Content:**
  - Break up content into digestible chunks.
  - Use headings, bullet points, and short paragraphs for easy scanning.



**13. Interactive Media:**

- Use high-quality images and multimedia elements to enhance engagement.
- Ensure media files are optimized for quick loading.

**14. Accessibility Considerations:**

- Design with accessibility in mind, ensuring the website is usable by individuals with disabilities.
- Include alternative text for images, provide captions for videos, and ensure keyboard navigation is possible.

**15. User Testing:**

- Conduct usability testing with potential users to identify any areas of confusion or frustration.



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