

building an intentional website

In today's fast-paced digital world, building a website goes beyond aesthetics and functionality. It's about creating a purpose-driven digital space that captivates your audience, keeps their attention, and leads to meaningful conversions. In today's lesson, we'll explore the important process of building a deliberate outline, sitemap, and structure for your website with intention.

the perils of cookie-cutter templates.

Website templates are like pre-made puzzles waiting for your content to fill them in. While they offer a quick and easy solution for web design, they often lead to a mindless approach to website creation. People frequently follow the template's format, populating each section with text and images without considering whether it truly serves their purpose. This results in websites cluttered with unnecessary sections and content.

Think of your website as a book. Just as a well-curated book contains only the most relevant and engaging chapters, your website should feature content that is purposeful and engaging. The more focused and streamlined your website is, the more likely your visitors are to read through it and take action.

the essence of intentionality.

In a world where attention spans are increasingly limited, your website must embody purpose and intrigue. People don't read as much as before; instead, they skim for clear, direct content that captures their interest instantly. Every element on your website should be deliberate, serving a specific purpose and holding the visitor's attention.

the art of selectivity.

To build an intentional website, remember that sometimes less is more. Your goal is not to overwhelm visitors with a ton of content, but rather to engage them with the right content.

Start by defining the core purpose of your website.

What is the primary message you want to convey?

What action do you want visitors to take?

As you curate your website's content, prioritize and streamline. Assess the significance of each piece of content—what is essential, and what is supplemental? Emphasize the critical content, removing anything that doesn't contribute to your primary message.

List all the purposes that you want your website to serve.

Example:

Serve as an online resume to present to studios and clients

Publish my teaching schedule to help students interested in my classes find and join additional sessions

Highlight and promote my Instagram account

Transform the purposes you identified in question 1 into specific website pages, sections, or features.

Example:

Online resume → About page with a section that lists my experience, a section that lists my trainings, and a section that lists my certifications

Teaching schedule → Schedule page with calendar & reservation links

Instagram handle → Instagram Gallery Section with subscribe button

Map out how visitors will navigate your site, ensuring that the journey is intuitive and user-friendly.

Example:

Homepage:

- *Short About Me Blurb section*
- *Upcoming Classes section*
- *Recently on Instagram section*

About page:

- *About section*
- *Experience section*
 - *List of professional experience*
 - *Training sub-section*
 - *Certifications sub-section*