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Website Planning Toolkit: Everything you need before hiring a designer

The step-by-step prep guide to save you time, money, and headaches when building your new website.

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Plan First. Design Second.

"Most businesses waste time and money on web design because they skip the planning stage."

A website isn't just a pretty layout, it's a marketing tool. This toolkit will help you prepare everything your designer needs to create a site that actually works for your business.

Inside, you'll get...

- A simple framework to define your goals and priorities
- Content prompts for every key page
- A features & functionality checklist
- SEO and branding prep tips
- A printable worksheet to organise it all

Let's do this.

The Website Planning Framework.

1. Goals & Purpose

- What's the primary goal of your website? (e.g., lead generation, sales, enquiries, bookings)
- What secondary goals matter? (e.g., brand awareness, portfolio showcase, resources)
- How will you measure success? (KPIs, conversions, traffic)

2. Audience & User Journey

- Who will use the website? (primary & secondary audiences)
- What problems are they trying to solve?
- What's the ideal path you want them to take from arrival to action?

3. Key Pages & Structure

- Must-have pages: Home, About, Services, Contact, etc.
- Additional pages: Blog, Case Studies, FAQs, Portfolio
- Do you need separate landing pages for campaigns?

4. Content Preparation

- Homepage: The hook, benefits, call-to-action
- About: Your story, values, team intro
- Services: Clear descriptions, benefits, evidence
- Contact: Easy form, phone, email, map
- Blog/Resources: Helpful, SEO-friendly content

5. Branding & Design

- Is your branding complete and consistent? (logo, colours, fonts)
- Do you have photography or will you need stock images?
- Do you have a style inspiration or examples you like?

6. Functionality & Features

- Forms (contact, enquiry, booking)
- E-commerce or payment gateway
- Membership or portal access
- Event booking or calendar integration
- SEO tools, analytics, and tracking

7. SEO & Marketing Prep

- Keyword list
- Meta titles & descriptions
- Internal linking plan
- Calls-to-action on every page
- Email marketing integration

Printable Website Planning Worksheet

1. Goals & Purpose

Notes // To do

Done ☐

2. Audience & User Journey

Notes // To do

Done ☐

3. Key Pages & Structure

Notes // To do

Done ☐

4. Content Preparation

Notes // To do

Done ☐

5. Branding & Design

Notes // To do

Done ☐

6. Functionality & Features

Notes // To do

Done ☐

7. SEO & Marketing Prep

Notes // To do

Done ☐

Common website mistakes to avoid.

1. Skipping the goal-setting stage
2. Designing before deciding on the content
3. Not thinking about SEO until launch
4. Overloading with features you don't need
5. Ignoring mobile-first design

Remember, Good planning = faster project delivery and a better ROI.

What's Next?

You've got the checklist.
Now let's bring your website to life..

When you're ready, Velo Creative can take your plan and turn it into a website that works hard for your business.

Contact us today.

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Branding / Websites / Graphic Design
Marketing / Photography / Copywriting