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## Planning Your Website Strategically

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Strategic thinking results in a better website that has a clear purpose and provides valuable information to the right audience in the right tone of voice. Use this quick-start guide to build a strategy for your website.

### What Are My Objectives?

Why are you building or redesigning a website? (The wrong answer is “it’s been a while since we redesigned” or “I don’t like how it looks”.) What you need to ask is, what do you want to accomplish with your website? (IE: increase traffic to site, increase leads or generate sales, increase blog subscribers).



*Power Tip: Tie your objective to measurable results. A “pretty” website is NOT a good objective. A website that sells more products IS a good objective.*

### Who is My Audience?

This may seem obvious, but consider this: the primary user may not be the purchaser. Therefore the purchaser might be interested in different information than the user. Think of what’s important to the persona that you’re actually selling to. How does your website serve your audience?

### What Are We Currently Doing Wrong (or Right)?

Look at your **Google Analytics** to determine what pages are already getting a lot of traffic and/or conversions, or what pages aren’t but should? Look at **Google Search Console** to determine what pages are already ranking well or not at all. What pages are most popular?

### What is the Buying Cycle?

Determine the content you need to meet people at every stage of the purchase path. People visit your site multiple times before making a decision. 92% aren’t there to “buy now”. Identify what else they are there for and build content for that.



*Power Tip: Consider all stages of the buying cycle and how your content can help move your audience through the purchase path to a sale.*

### What Are Competitors Doing?

How can you position yourself better than the competition? Is there a need for content on a popular or trending topic that no one has covered yet? What is common among competitors that you should be doing? Or how are you different/better?

### What is My Value Proposition?

What else are you selling other than your product or service? Is it security? Saving money? How does this make you the better choice for your audience than your competition?