

2012

Website Planner



2012 WEBSITE PLANNER

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INTRODUCTION

In the pages that follow, you will find a series of questions and hints about what to explore for the upcoming year through your website and online portion of your business.

This planner is not meant to suggest that you should do every single actionable item in each area or meant to be exhaustive. Even though all are important, only you can decide what's a priority, how many resources you have to dedicate to each area, and how thoroughly.

After you have filled out the worksheet, we recommend you transfer actionable items to your own monthly & weekly calendars or whichever productivity system you prefer. Items are divided by suggested monthly or weekly explorations.

CLARIFICATION EXPLORATION

Why does your website exist?

What is one thing you can do this year to make your website better serve its purpose?

What was your most fruitful website activity the past year?

What was the biggest time/resource wasting activity the past year?

Clarification Exploration

If you only had one goal for your website this year, what would it be?

YEARLY ACTIONS

Here are some things to think about for the upcoming year.

WEBSITERE-ALIGNMENT

Do you need to redesign your website this year? This is recommended if your current design is over 5 years old, if you need to rebrand, or if you're changing your business model.

How can you start preparing for your redesign? We recommend putting together the content you want on your site and deciding what you want your new site to do for you before you contact a web designer.

Have you had your website audited within the last 6 months to year?

How can you improve your site messaging this year to provider your customers with more helpful information and enhance clarity about what you offer?

FIRES!

What fires do you need to take care of this year before you do anything else? This likely includes things that help free up resources like getting better systems in place or outside help.

Does your website have any technical errors that need to be fixed asap?

What's the biggest thing making you feel stuck right now?

ALLABOUTYOU

What's your mission?

How can you take more time this year for yourself?

What new learning opportunities will you take time for? (books, courses, new skills, etc.)

What day will you take each month to look at the big picture and see where your business is headed? We recommend a half-day or so every month.

What new generous contribution can you make this year?

Have you taken the time to define your values? How can you do that this year and align them with your business?

How can you better integrate your personal strengths into your business?

YOUR BRAND

How can you solidify your brand? Do you need a stronger presence, better design, etc.?

Does your current brand align with your values, mission, and offerings? If not, how can you fix that?

What are some ways you can work to gain recognition for your brand this year?

INNOVATION

When was the last time you tried a new and wild idea?

If you haven't, why not?

What are some ways to integrate creativity into your business and stand out from the crowd?

If you knew you could not fail, what would you do?

TARGETCUSTOMER

Is it time to refine or redefine your target customer?

Have you ever created your ideal customer(s) persona or avatar?

How could a persona help guide your business decisions?

How could you better qualify your customers to make sure they're a good fit for your business?

TOOLS/SOFTWARE

What tools or software do you need to purchase this year for your website?

- Wordpress Theme
 - E-Commerce Store
 - Landing Pages
 - Live Chat
 - Mobile Tools
 - Other:
- Content Management System
 - Testing Software
 - CRM
 - Add-Ons/Plugins
 - Website Hosting

More info:

SUPPLEMENTARY CONTENT

What additional content can you produce for your website or give away to new subscribers?

Whitepaper

Report

Drip Campaign

Articles

Mini-course

Other:

More info:

MONTHLY ACTIONS

Here are things you can do on a monthly basis to move your website forward.

CONVERSION OPTIMIZATION

Are you currently measuring your website conversions (sales, leads, etc.)? If not, how can you start doing that?

What are some specific goals for this year based on your conversions? (ie. We'd like to increase our product sales conversion rate by 20% by the end of June)

What are some ways you can get more leads from your website?

What are some ways you can get more sales from your website?

Have you made a plan to construct landing pages to tie in with your marketing efforts? (Note: We highly recommend this.)

What landing pages can you do each month? (example: landing pages for lead generation, ppc advertising, special campaigns, individual products, etc.)

PRODUCTS&SERVICES

What were your bestselling products and/or services the past year?

What new products and/or services could you add this year?

What products and/or services could you remove in order to streamline your offerings and save resources?

Are there any new markets you could serve well?

Are there any services or products that you could partner with another business to offer?

If so, who would make a good partner?

CAMPAIGNS

What campaigns do you need to implement this year? (ie. holidays, birthdays, products, etc)

How will you bring traffic to your campaigns? (PPC advertising, social media, word-of-mouth, etc.)

What landing pages do you need to put together for your campaigns?

MATERIALS

What materials do you need to purchase for your website?

Photos

Video

Animation

Typography

Graphics

Other:

More info:

METRICS

What metrics can you start measuring in order to enhance the effectiveness of your website? We recommend starting with conversion rates, bounce rates, revenue per visitor, unique visitors, and indicators of engagement.

Are you currently addressing your numbers on a monthly basis to see where you're at? If not, what can you do to change that?

What actions can you take to improve your metrics?

WEEKLY ACTIONS

Here are things you can do on a weekly basis to move your website forward.

CHANNELS

Which of the following social networking channels will you be prioritizing this year? If unsure, we recommend you start with 1 or 2 and control them well and then later add more, if it's practical to do so.

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Quora |
| <input type="checkbox"/> Yahoo! Answers | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Flickr |
| <input type="checkbox"/> Other: | |

Channel 1: What can you do on a weekly basis to grow or be more active in this channel?

Channel 2: What can you do on a weekly basis to grow or be more active in this channel?

BLOG

Do you have a particular post frequency or editorial calendar?

What are some general subjects you can blog about this year that would align with your brand?

Is there anything new or interesting you can integrate into your blog this year?

OUTREACH

What are some ways you can spread the word about what you offer? Check all that apply and schedule each into your calendar.

- | | |
|---|--|
| <input type="checkbox"/> Guest Posts | <input type="checkbox"/> Articles |
| <input type="checkbox"/> Cold Calls/Emails | <input type="checkbox"/> Direct Marketing |
| <input type="checkbox"/> Speaking | <input type="checkbox"/> Events |
| <input type="checkbox"/> Newsletter/Email Campaign | <input type="checkbox"/> Webinars |
| <input type="checkbox"/> Videos | <input type="checkbox"/> Commenting on Blogs |
| <input type="checkbox"/> Participating in Forums/Groups | <input type="checkbox"/> Press |
| <input type="checkbox"/> SEO | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Cross-Promotion | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Podcasts | <input type="checkbox"/> Other: |

More info:

HELP!

Will you need to contract outside help this year? If so, which providers?

- | | |
|--|---|
| <input type="checkbox"/> Web Designer | <input type="checkbox"/> Programmer |
| <input type="checkbox"/> Web Strategist | <input type="checkbox"/> Coach |
| <input type="checkbox"/> Copywriter | <input type="checkbox"/> SEO Strategist |
| <input type="checkbox"/> Branding Strategist | <input type="checkbox"/> Analyst |
| <input type="checkbox"/> Other: | |

More info:

CUSTOMERSERVICE

How can you improve the connection with your customers?

How can you streamline your customer service?

How can you gather more information about what your customers need? We recommend talking to your employees/sales team, surveying, or gathering direct feedback from your customers.

Can you asses your customer testimonials and reviews to see where your strengths and weaknesses are?

SUMMARY

We hope this planner has useful for you as a start to your yearly planning!

If you have any questions or suggestions, we always happily welcome them. You can contact us by email to: hello@shiftfwd.com and we will reply to you directly.

ABOUTSHIFTFWD



shiftfwd is dedicated to helping online businesses move in the right direction. Our mission is to provide you with resources, tools, and services that empower you to take the next best steps unique to your own business. Knowledge is power, but it must answer the right questions and align with your own goals and values in order to be valuable to your business.

We've worked with hundreds of clients, from corporate to small businesses, to improve their online presence and get them big results through strategy, design, innovation, branding, and careful insight.

We currently offer website audits and one-on-one consulting. To find more information about us and more resources, please visit our website at:

www.shiftfwd.com

Or Contact Us:

By email: hello@shiftfwd.com

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ABOUTNAOMINILES

Naomi has over a decade of experience helping hundreds of clients—from corporate to tiny businesses—define and build their online presence through a mixture of design, metrics, and psychology.

She believes the best business strategy is one that straddles a careful balance between the practical and the human. Strategy, flexibility, and intuition. A splendid mixture of numbers and soul.

When she's not working with clients to develop their online strategies, you can find her either hiking with a notebook and camera or sitting by the ocean, reading a good book.

You can also [find her on LinkedIn here](#). Or on twitter [@NaomiNiles](#).

