



# map out your website with me

## WORKBOOK

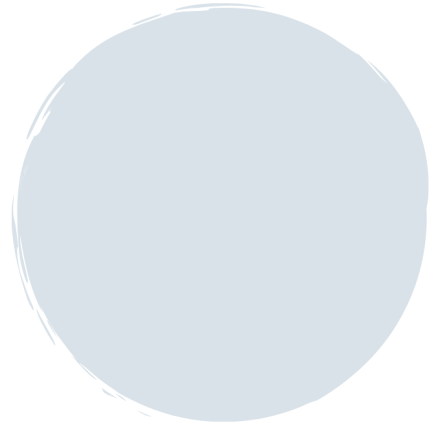
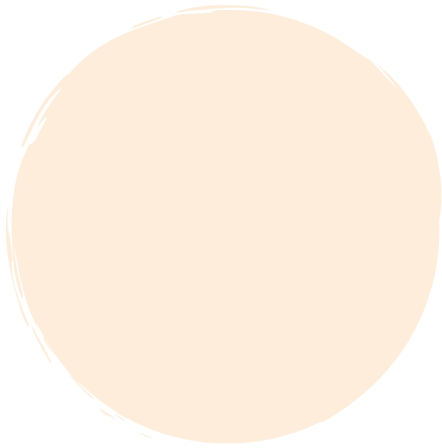
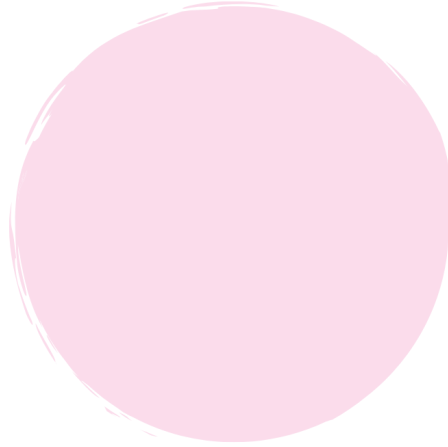




## Creating an impact online - FIRST IMPRESSIONS

Where am I now?

Follow workshop 1 and map out how you currently look online?





## Creating an impact online - FIRST IMPRESSIONS

*Notes*

Blank space for notes.

Blank space for notes.



## Creating an impact online - Stocktake

How does Google currently see you? Google your name, what do you see?

What do I see?

Does it reflect my business?

Is there anything suprising?

Where can I be more visible?



## Google Website Results

Enter site://yourdomainname

How many pages are showing?

What would you like to see showing up?

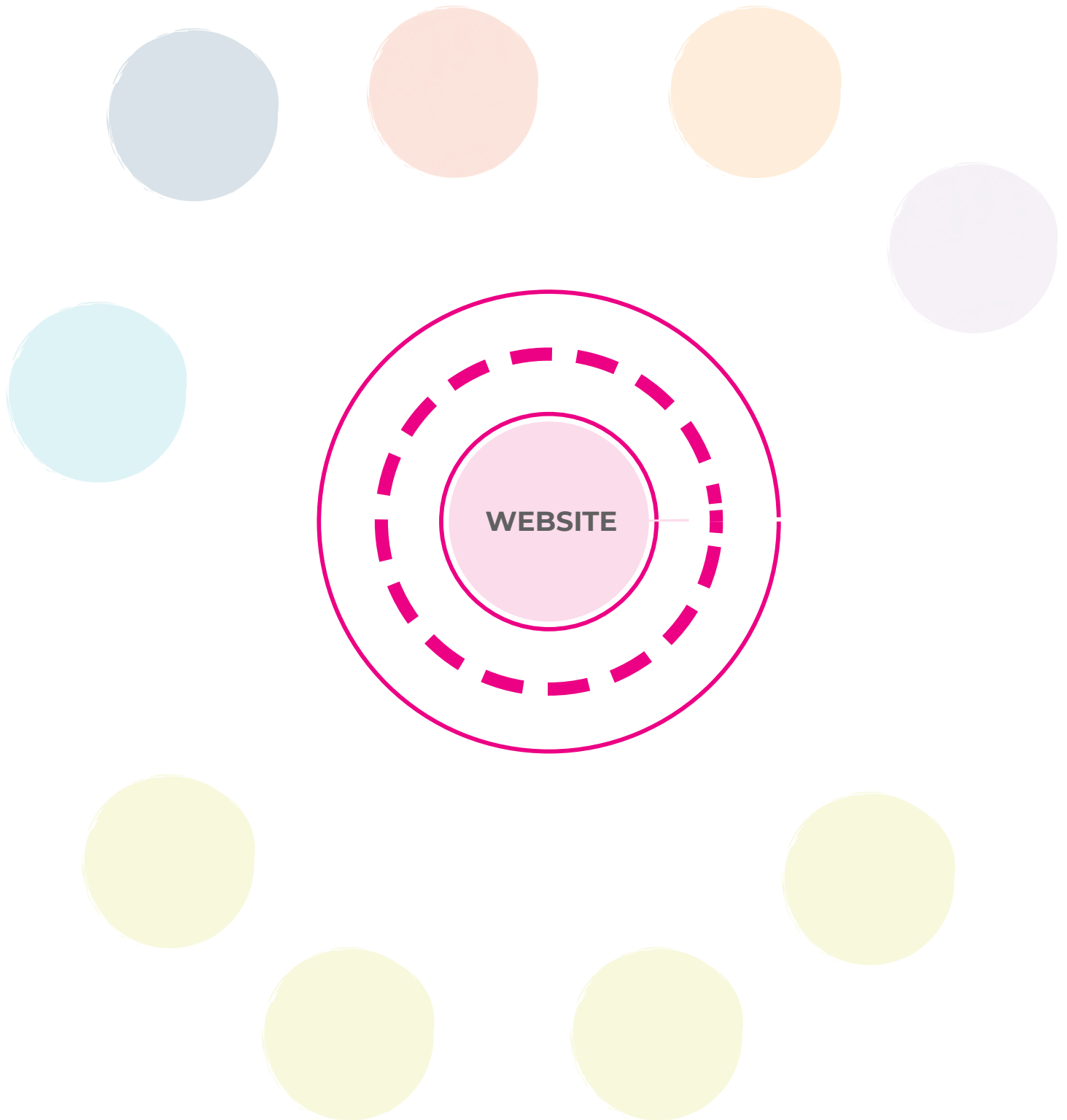
What are the top 5 pages pages showing?

Does the description (meta data) make sense?



## Connecting with your crowd

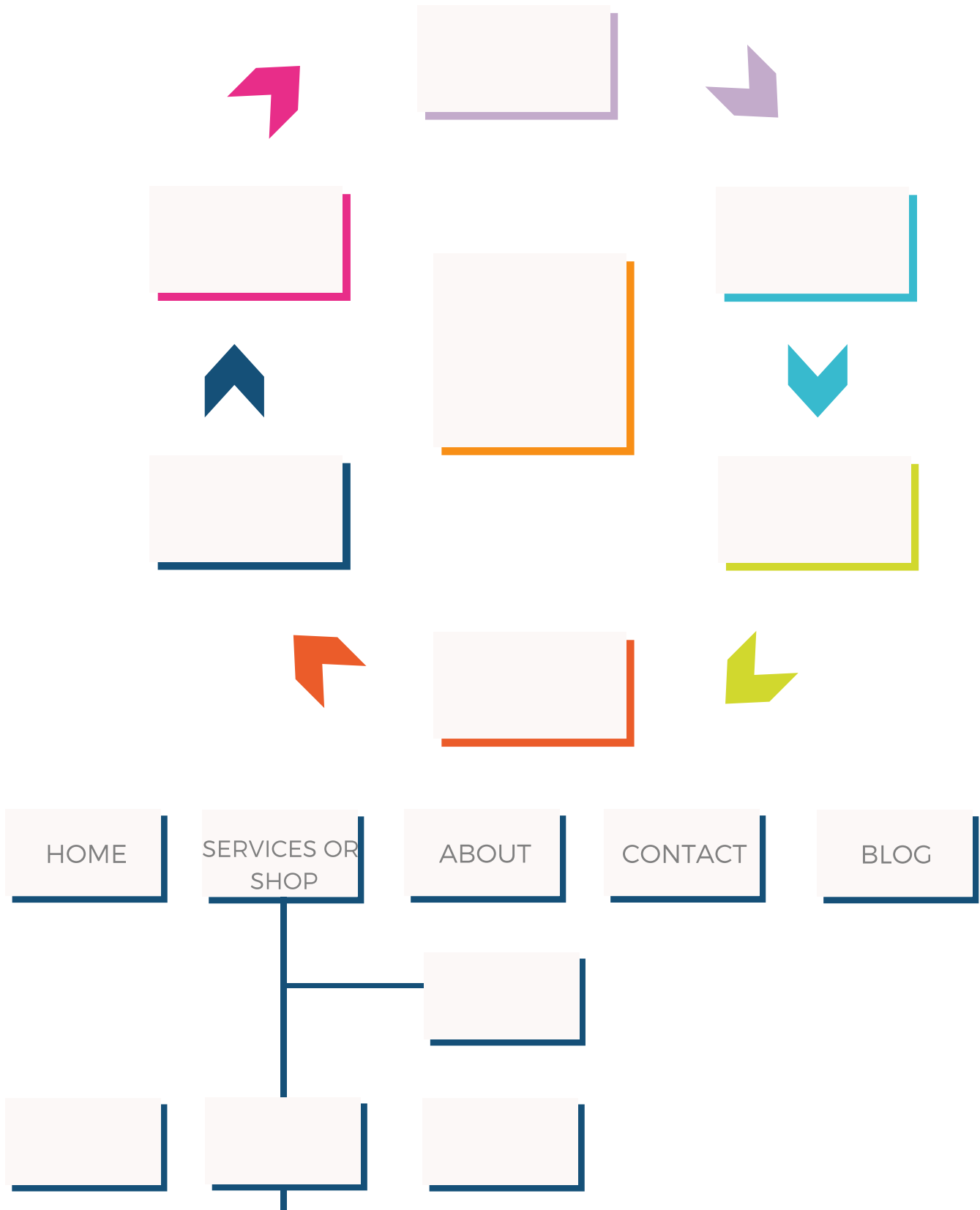
Think about your website and the bigger picture and mind map the things you need to have on your website to be able to create a connection.





# Start to mind map the pages you will need on your website...

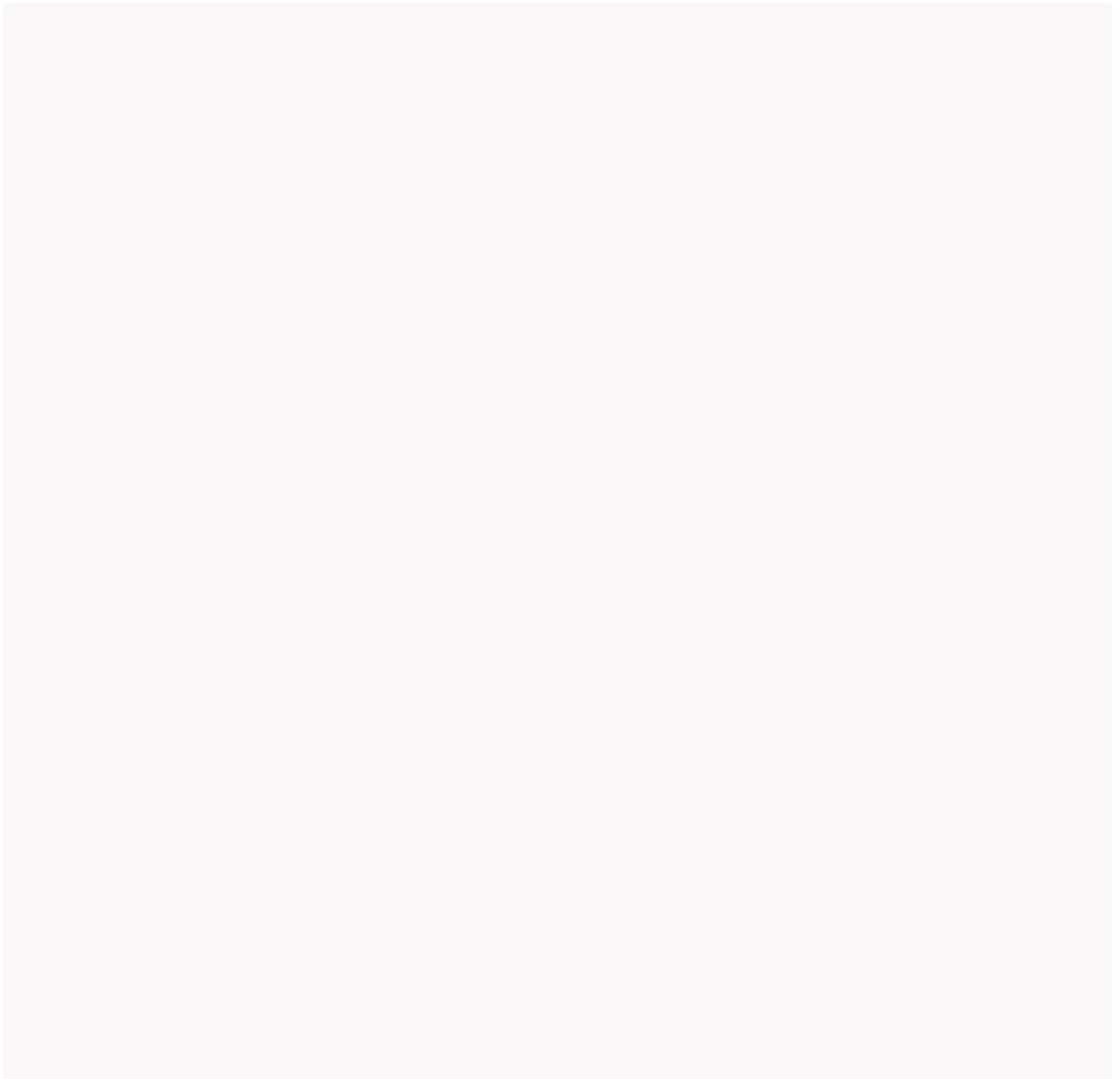
Pages to include in my website...





## Connecting with your crowd

What work needs to happen with your website and social media so people feel that they are in the right place when they arrive at your website?

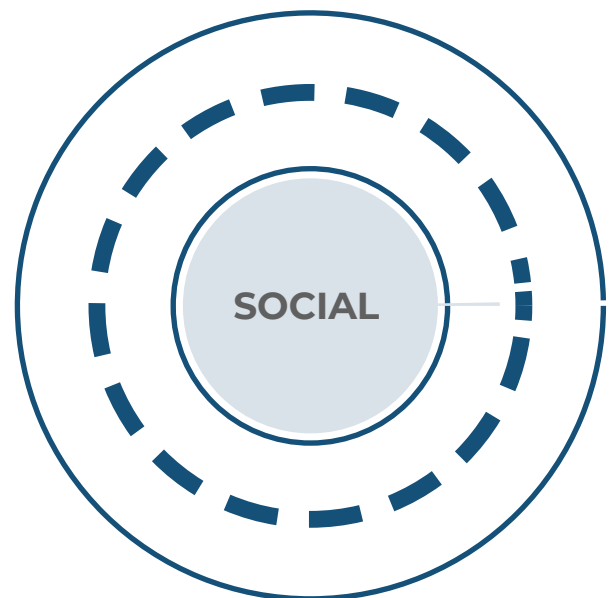
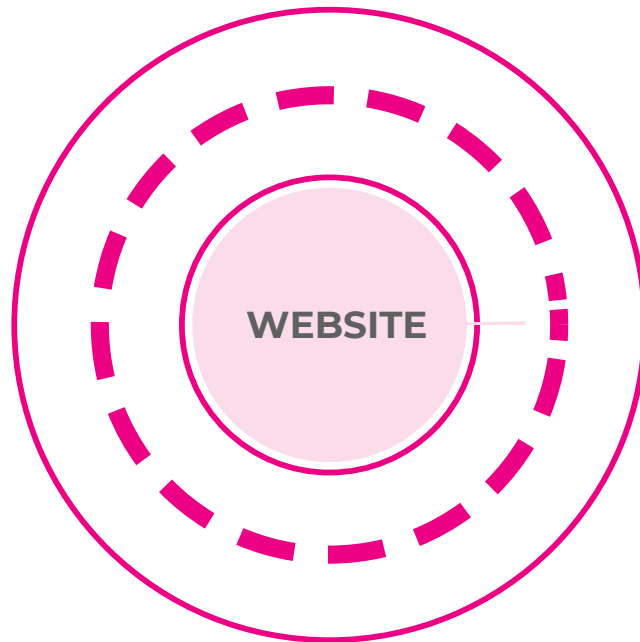






## Connecting with your crowd - Think two way traffic!

What things can you put on your website that will help you create a bigger impact and help you with your online marketing moving forwards?





## Captivating and converting customers

What can I add to get connected with my website visitors?

*example:*

email  
sign up

a freebie checklist they can  
download

I can add this at the top of home page and  
a seperate resources page

call to action  
button

a large button on home  
page to my blog

people can then easily access free  
resources.. i can add a sign up at the  
bottom of blog?

hero image &  
button

big image of me and some  
info and cta button to  
contact me

this will make it super easy for people to  
complete the contact form.



## Captivating and converting customers

Map out what content you can create for them on your website:

*example*

case study

full portfolio of work

a case study will demonstrate what I do I can add a testimonial too.

blog post ideas

summer collection

I can add a blog about gardening trends and link them to the products I am selling in my shop! I can also use this for my newsletter!



## WORK SMART - MAKE IT SIMPLE!

I'm all for working smarter - what content can you add that you will also be able to re-purpose? #bewebsitehappy #mapitout

