

Workbook

The Website Checklist

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The Website Checklist

Hey Lovely!

Wooooooooooooo chances are if you are reading this then you are about to embark on launching, or rebranding, your website - which is super super exciting!

Now before you dive in, it is extremely important that you go through the ideal clients & branding training, and worksheet, which is in the portal. You need to be super clear on your dream client and who you want to attract before launching a website.

Please also ensure that you have gone through page 17 onwards on the ideal client worksheet which will support you in your branding and website development!

Once you have completed this then come back to this.

Now we have recommendations for branding designers, website developers and copywriters in the portal under the recommendations section.

When it comes to getting a website created by a professional it really does depend on how much budget you have available and what you want to spend! Websites really can vary from £600 upwards.

One of my biggest regrets for both Desi Bride Dreams and AFEC is not having a strong website/brand from the start as I do truly believe this did set me back for around a year.

Now I know there is so much talk about clients booking directly from social media, but if you are looking to attract professional ideal clients - who value your worth and willing to pay what you charge - websites help so much with that! Especially if you want to target the wedding market - or any market for that matter!

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Personally, I feel that instead of doing multiple websites launches and rebrands it's best that you get it right, or to a good standard, the first time! In the long term it's an investment that will pay off over and over again!

If you really don't have the budget then that isn't an issue, you can plan for it in the next few months and get super clear on your ideal client, update socials and then launch when you have the budget!

As a quick side note your brand continually evolves and your style changes so don't think this is it forever!

Branding

Once you have gone through the ideal client work, as mentioned before, you will need to choose your brand designer. Now sometimes a brand designer and website developer will not be the same person so you may end up using two! Which is totally fine.

I highly recommend Rebecca from Sugar Branded >>

<https://www.instagram.com/sugarbranded/>

and please let her know that you are in the mastermind! She has worked with so many masterminders and really helped them elevate their brand!

Rebecca can get booked up in advance, if this is the case then another lady whose work I love but haven't worked with personally yet is Florence

<https://www.instagram.com/florenceannedotcom/>

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Please do check out the recommendations in the portal for more options.

When you are deciding to work with a brand designer ensure that they can provide the other marketing materials that you will need such as graphics for social media including story templates as well as email signatures, Facebook timeline

cover as well as different options for Facebook and Instagram. You can also ask them to set this up in Canva so that it's editable and after you have stopped working with them you can create your own at no extra cost! Below are the ones you might need:

**Instagram Post
Instagram Stories
Facebook Post
Facebook Timeline Cover
Email Signature
Email Header**

Websites

Whilst you are working on your branding you also need to think about who will build your website!

If you have a product based business then I highly recommend a Shopify website! Florence (above) can create this for you.

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Copy

Another important element to consider is who is going to write the copy (the words on your website)?

If you are good at writing copy, then of course you can write it yourself. Or you can hire a copywriter. I have used Carly Totten and her details are in recommendations so you can contact her directly. Please let her know you have come through the mastermind!

Be super clear on the pages you need and ensure you go through the training to know exactly what you require so you can brief the copywriter.

Platforms

I get asked lots of times what platform people should use for their websites and I always say Wordpress! The reason for this is because it is excellent for SEO (refer to SEO training) and if you ever have an issue or need updates – it's always easy to find Wordpress designers!

A good DIY option is Squarespace or Showit. The current AFEC website is built on Showit.

If you have the budget, then I would also highly recommend getting your website search engine optimised (SEO) when it is being built as this is an excellent long-term traffic driving strategy. Florence, who I have mentioned above, can also do this for you, and you will need to take this into consideration when briefing your copywriter!

Feel free to ask about this in our Q&A sessions!

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Customer Journey

You need to think of your website as your shop window and the first impression of you – after all you only get 90 seconds to impress your ideal client!

So, think about how you want them to feel when they land on your homepage. What would you like them to do in terms of taking action? What social proof can you provide them with to persuade them to book with you? What would you like them to know about you and your brand? Get super clear on this!

Website Pages and Assets

Please ensure you have watched the website training where I go through the various pages that you may require for your website.

I also highly recommend an opt in box at the top of your website to capture email addresses – please refer to the email marketing training for this.

Do have a look at the Desi Bride Dreams website >>>

<https://desibridedreamsplanning.co.uk/>

or AFEC website for inspiration! >>>

<https://afecollective.com/>

One thing to note on the contact page is ensure you have a contact email address as well as a contact form as there is evidence to suggest that people click off contact forms!

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Privacy Policy

You can purchase a privacy policy from Lucy Legal here>>>

<https://bit.ly/3jpCieb>

Mobile Optimisation

Mobile traffic is huge so please do ensure your website is mobile optimised. This is an important question to ask any web developer and it also needs to be tested to ensure that it works! If the site speed is slow or it is not mobile optimised clients will drop off and go elsewhere!

Google Analytics

Google Analytics is great for monitoring activity and traffic on your website. It really enables you to get a clear picture of where traffic is coming from as well as what pages are most popular!

Any reputable brand designer can install GA on your website so do not worry about this! I would highly recommend checking out the Google Analytics website to get familiar with this and they have plenty of free tutorials on their website.

Launching

When you are ready to launch your website you should definitely have a launch strategy in place! Check out the launch training in the portal which can help you launch with a bang!