ENLIGHTEN

DIGITAL

WEBSITE PLANNING GUIDE

Strategic Clarity for Your Purpose-Driven Website

Welcome

Welcome to the Enlighten Digital Website Planning Guide!

This guide will help you lay the foundation for your website project so we can bring your vision to life with clarity & strategy.

Whether you're starting fresh or redesigning, these exercises will help you get focused, organized, and aligned-so we can build a site that reflects your mission and attracts your dream clients.

Define Your Website's Purpose

What is the primary goal of your website?

[   ] Sell products or services?

[   ] Generate leads or collect emails?

[   ] Share your knowledge and content?

[   ] Build community or visibility?

Clarifying your site's purpose sets the tone for design and strategy.

Identify Your Ideal Audience

Who is your website for?
Think about your dream client or customer:

- What are their needs, desires, or struggles?

- What transformation are they seeking?

- How will your website serve or speak to them?

Understanding your audience helps shape your visuals, language, and calls to action.
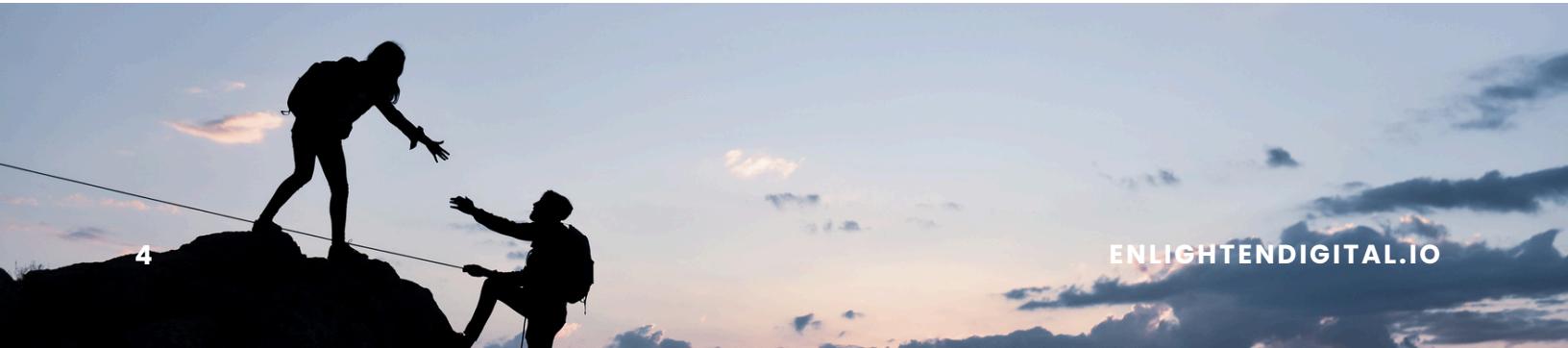
Must-Have Pages

What pages will your website include?

Start with the essentials:

[   ] Home
[   ] About
[   ] Services / Offerings
[   ] Testimonials
[   ] Blog / Resources
[   ] Contact

Optional Features:
[   ] Booking calendar
[   ] E-commerce store
[   ] Events calendar
[   ] Lead magnet opt-ins

Other pages you would like?

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Brand & Visual Identity

What does your brand feel like? Gather or make notes on:

- Your logo (if you have one)

- Brand colors

- Fonts or typography style

- Inspirational websites

- Imagery (photos, illustrations, sacred symbols)

This is how we bring your energy to life visually.
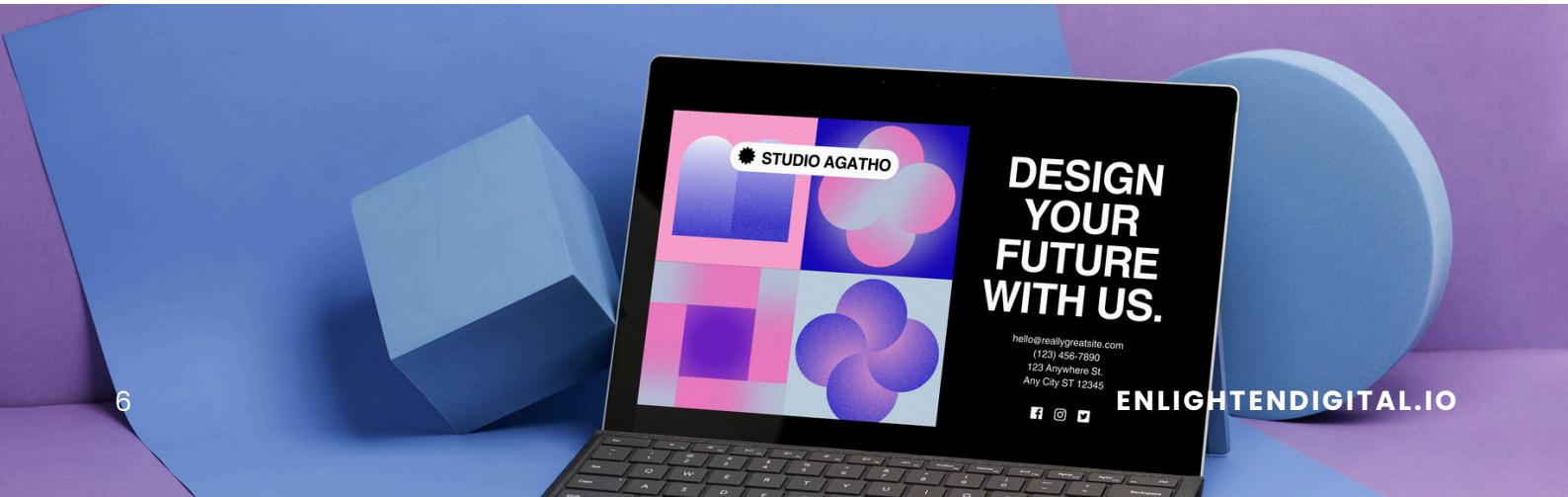
Functionality Requirements

What features does your site need? Check all that apply:

[   ] Online booking/calendar

[   ] Contact form

[   ] Blog

[   ] Shop or checkout system

[   ] Membership or course access

[   ] Email opt-in and automation

[   ] Video or podcast integration

Other features you would like?

Content Preparation

Start outlining your content.
Every page will need words, so begin writing:

- Headlines and taglines
- About You / Bio
- Descriptions of your services
- Testimonials or social proof
- Calls to action
- Product or session details
- FAQs or resource lists

Timing

When do you want to launch your website?
Is there a date or event you're aiming for?

Marketing Strategy

How will you drive traffic to your site?

- SEO / Google Search
- Instagram, YouTube, or social media
- Email newsletters
- Paid ads
- Collaborations, podcasts, summits

Let us know what platforms or strategies you're using so we can support integration.

You're Ready to Begin!

You've clarified your vision, purpose, and goals-now it's time to bring it to life.

Let Enlighten Digital co-create a stunning, aligned website with you.

Let's build something beautiful together.

Schedule your free discovery call:
www.enlightendigital.io

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