



shoot  
FOR WEB DESIGN

VISUAL WEBSITE PLANNER

*Workbook*

# Website Project Information

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## Website Information

Website Project Name: \_\_\_\_\_

Domain Name: \_\_\_\_\_

Where my Domain Name is Registered: \_\_\_\_\_

Hosting Company: \_\_\_\_\_

Payment Processing Company (if applicable): \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Information: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Branding Information

Social Media Links:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

Color Palette Hex Codes:

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_ 8. \_\_\_\_\_

9. \_\_\_\_\_ 10. \_\_\_\_\_

SEO Key Words & Phrases

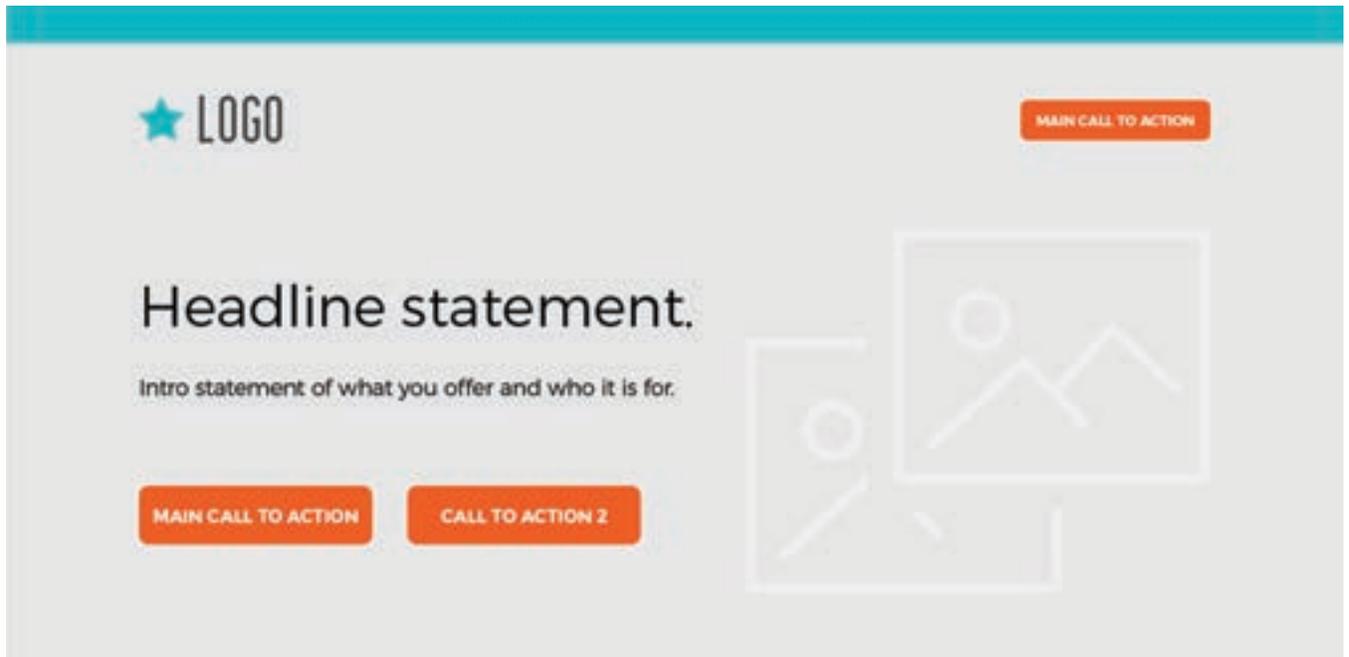
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# **The Banner**

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**The first section of your website**

# The Banner Section



## Headline

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## Intro Statement

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## Call(s) to Action

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## SEO Words/Phrases

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# Banner Section Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

**Image Layout:** FULL WIDTH      CONTAINED WIDTH

**Type of Image:** PHOTO      VIDEO      SLIDESHOW/GALLERY      ISOLATED IMAGE  
MOCKUP      INFOGRAPHIC      ILLUSTRATION      BACKGROUND

**Image Focus:** LEFT      CENTER      RIGHT      BACKGROUND (NO FOCUS)

**Image Shape:** RECTANGLE      CIRCLE      SQUARE      COLLAGE

**Image Size:** FULL WIDTH      HALF WIDTH      THIRD WIDTH      QUARTER WIDTH

**Image Position:** LEFT      CENTER      RIGHT      BACKGROUND

**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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# Banner Section Layout

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## Banner Section Layout(s)



# The Middle

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**Where all the details are**



# Problem Statement Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

**Image Layout:** FULL WIDTH      CONTAINED WIDTH

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**Image Position:** LEFT      CENTER      RIGHT      BACKGROUND

**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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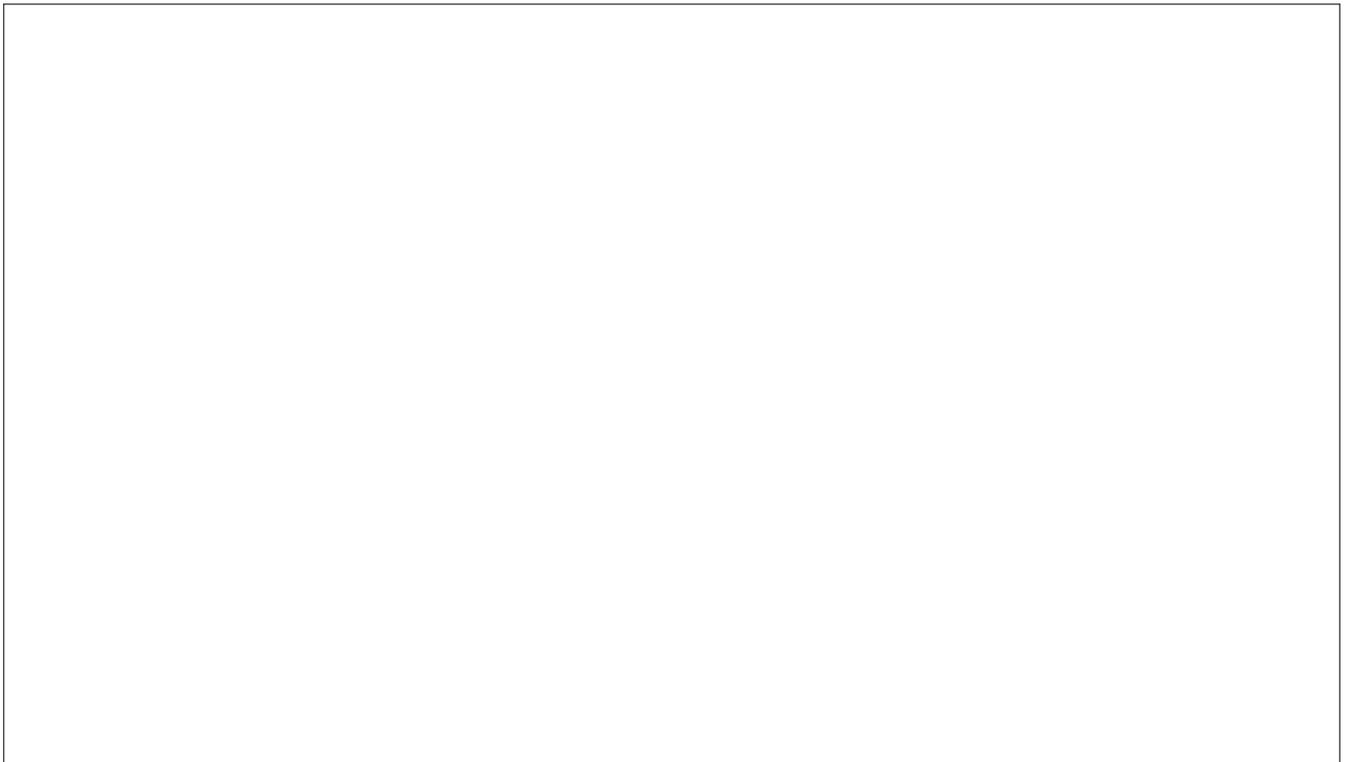
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# Problem Statement Layout

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## Problem Statement Section Layout(s)



# Values / Benefits

**Value/Benefits  
of your products and/or services**



**SPECIFIC  
BENEFIT**

What's in it for them,  
how this benefit could  
improve their life.



**SPECIFIC  
BENEFIT**

What's in it for them,  
how this benefit could  
improve their life.



**SPECIFIC  
BENEFIT**

What's in it for them,  
how this benefit could  
improve their life.

**CALL TO ACTION**

## Values / Benefits (Titles & Short Descriptions)

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## Call(s) to Action

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## SEO Words/Phrases

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# Values / Benefits Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

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**Image Position:** LEFT      CENTER      RIGHT      BACKGROUND

**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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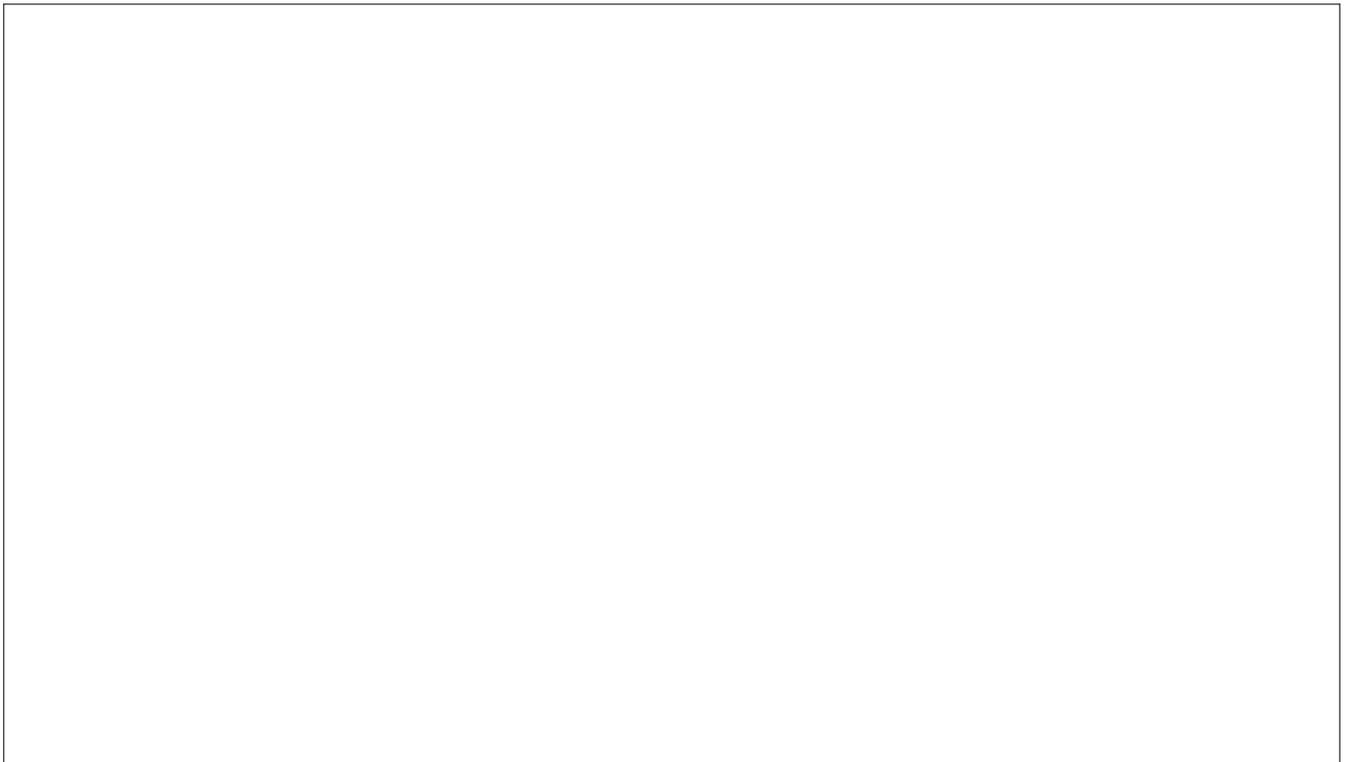
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# Values / Benefits Layout

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## Values / Benefits Section Layout(s)





# Your Connection Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

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**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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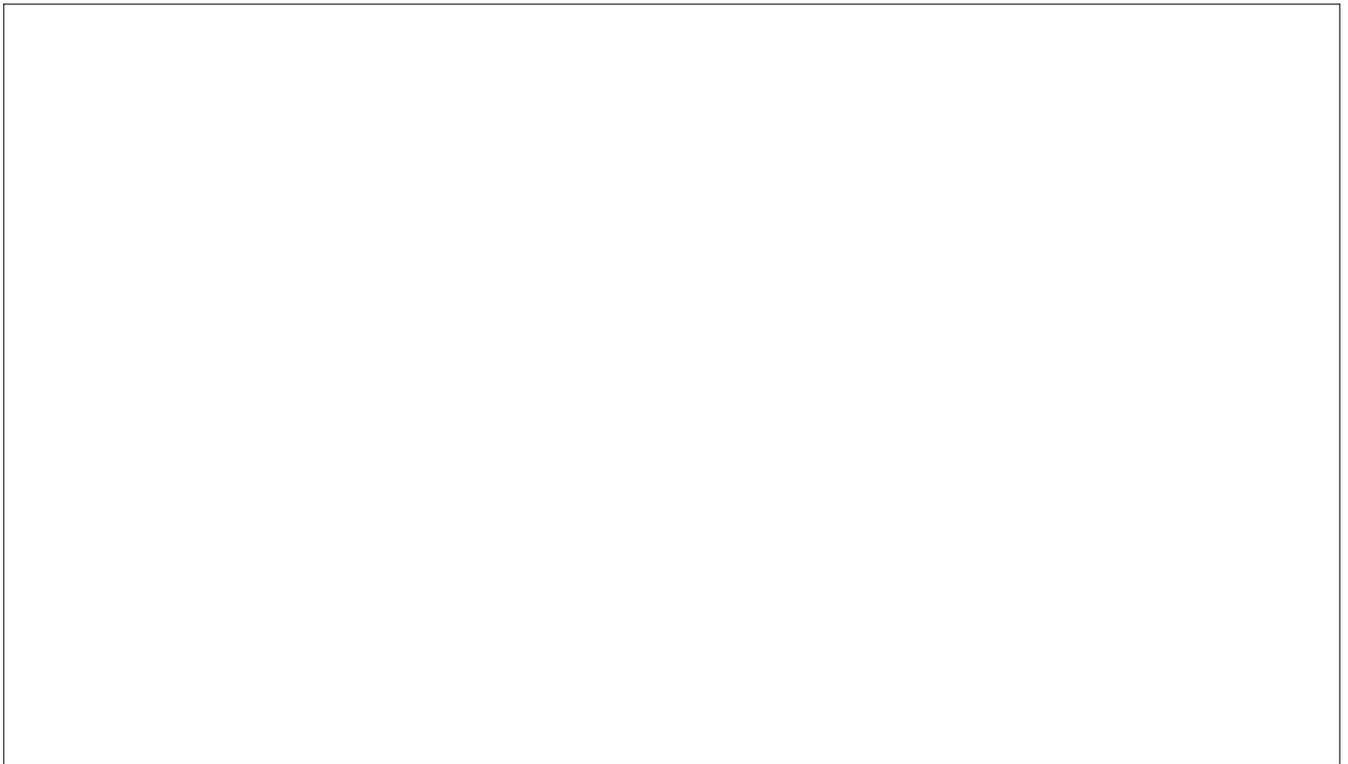
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# Your Connection Layout

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## Your Connection Section Layout(s)





# Your Qualification Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

**Image Layout:** FULL WIDTH      CONTAINED WIDTH

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## Other Information

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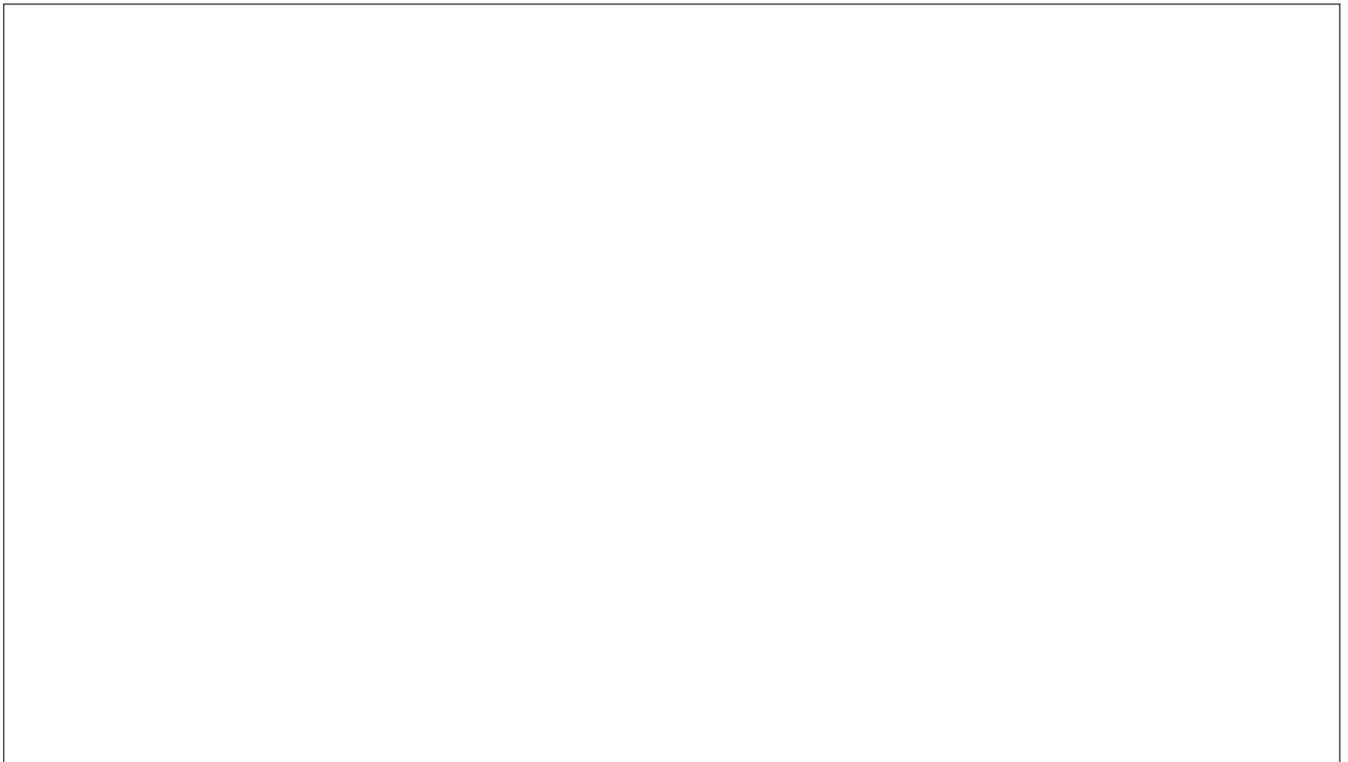
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# Your Qualification Layout

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## Your Qualification Section Layout(s)



# About Us

## About Us

A short introduction about you and your business section

**Your story and how it relates to them, the problem and your solution.**

Write out a few sentences that give an overview of who you are as a business, and share your story. Write as if you are talking to your favorite customer-your target audience. Even though this section is about you as a business owner, sharing values and purposes that are similar to those of your customers will resonate deeper with your audience. Careful about talking too much about yourself. Focus more on your customer by emphasizing on the parts about you that would be important for your website visitors to know. It's better to be short and clear, than long-winded and lose attention.



### Your About Us Title

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### Call(s) to Action

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### SEO Words/Phrases

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# About Us Images

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## Look and Feel of Image(s)

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## Image Scene

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## Image Details

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**Image Position:** LEFT      CENTER      RIGHT      BACKGROUND

**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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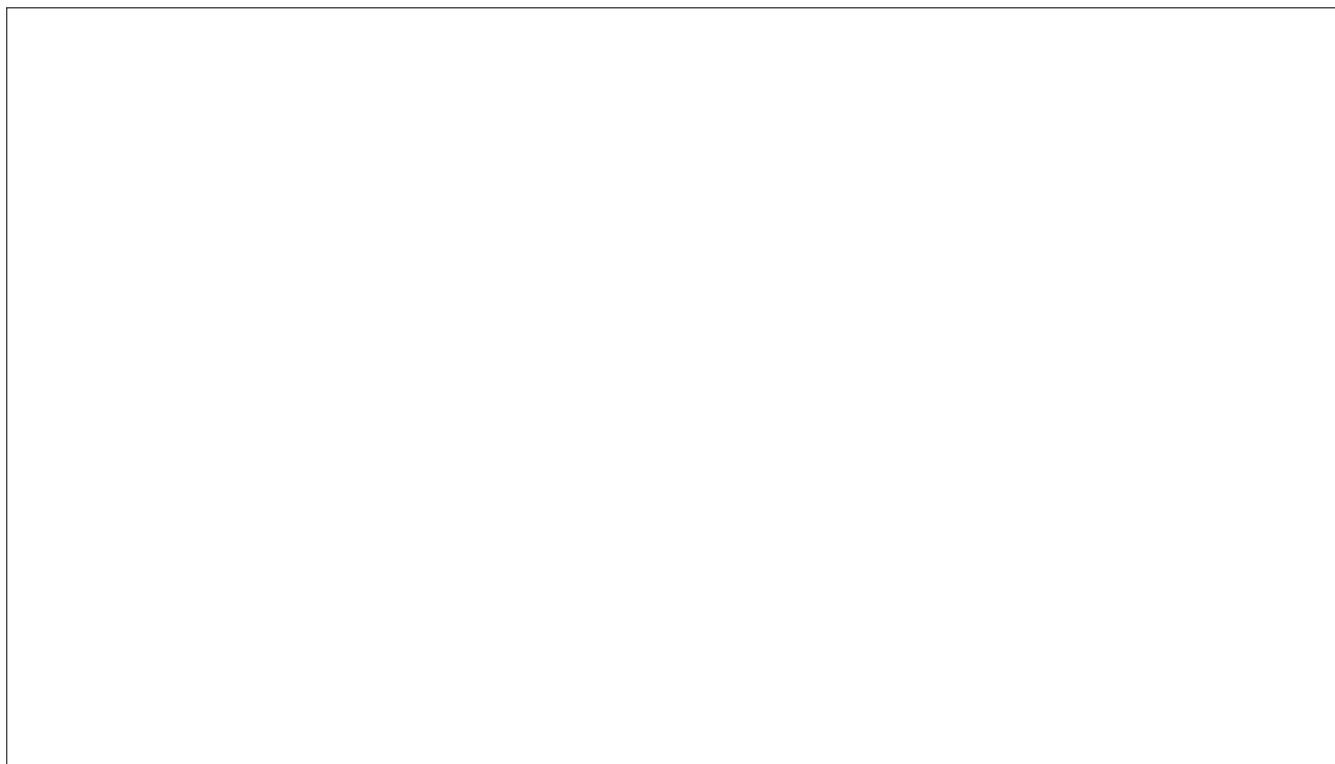
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# About Us Layout

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## Your About Us Section Layout(s)



# The Plan / How it Works

## The Plan / How it Works

No more than 3-4 steps.



**1. The Very First Step**

What is the very first step that your potential customer needs to take, to do business with you? Refer to our course guide for examples.

**2. What Happens Next**

This is often a statement that explains the action that you will take to get them to book or hire you or buy your product.

**3. The Final Step**

The final step is a very general statement that gives an overview of the end result they will experience.

**CALL TO ACTION**

## Your Plan / How it Works Steps & Short Description

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

## Call(s) to Action

\_\_\_\_\_

## SEO Words/Phrases

\_\_\_\_\_  
\_\_\_\_\_

# The Plan / How it Works Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

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**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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# The Plan / How it Works Layout

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## Your Plan / How it Works Section Layout(s)

A large, empty rectangular box with a thin black border, intended for the user to input their plan or how it works section layout.A second large, empty rectangular box with a thin black border, identical to the one above, for additional content.

# Packaging / Pricing

**Packages / Pricing**  
Small / Medium / Large - the best option is in the middle.

SMALL	MOST POPULAR	LARGE
<b>NAME OF CHOICE/PLAN</b> <b>\$2,000</b>	<b>NAME OF CHOICE/PLAN</b> <b>\$3,000</b>	<b>NAME OF CHOICE/PLAN</b> <b>\$5,000</b>
A general overview that lists what your smallest and most basic package includes.	An attractive statement that lists your most popular package and the perks and offerings.	This is your biggest and most expensive offer. List an overview of everything that is included in your best offer.
<b>YES, THIS IS FOR ME!</b>	<b>YES, THIS IS FOR ME!</b>	<b>YES, THIS IS FOR ME!</b>

## Your Pricing / Packaging & What's Included

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_

## Call(s) to Action

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## SEO Words/Phrases

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# Packaging / Pricing Images

## Look and Feel of Image(s)

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## Image Scene

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**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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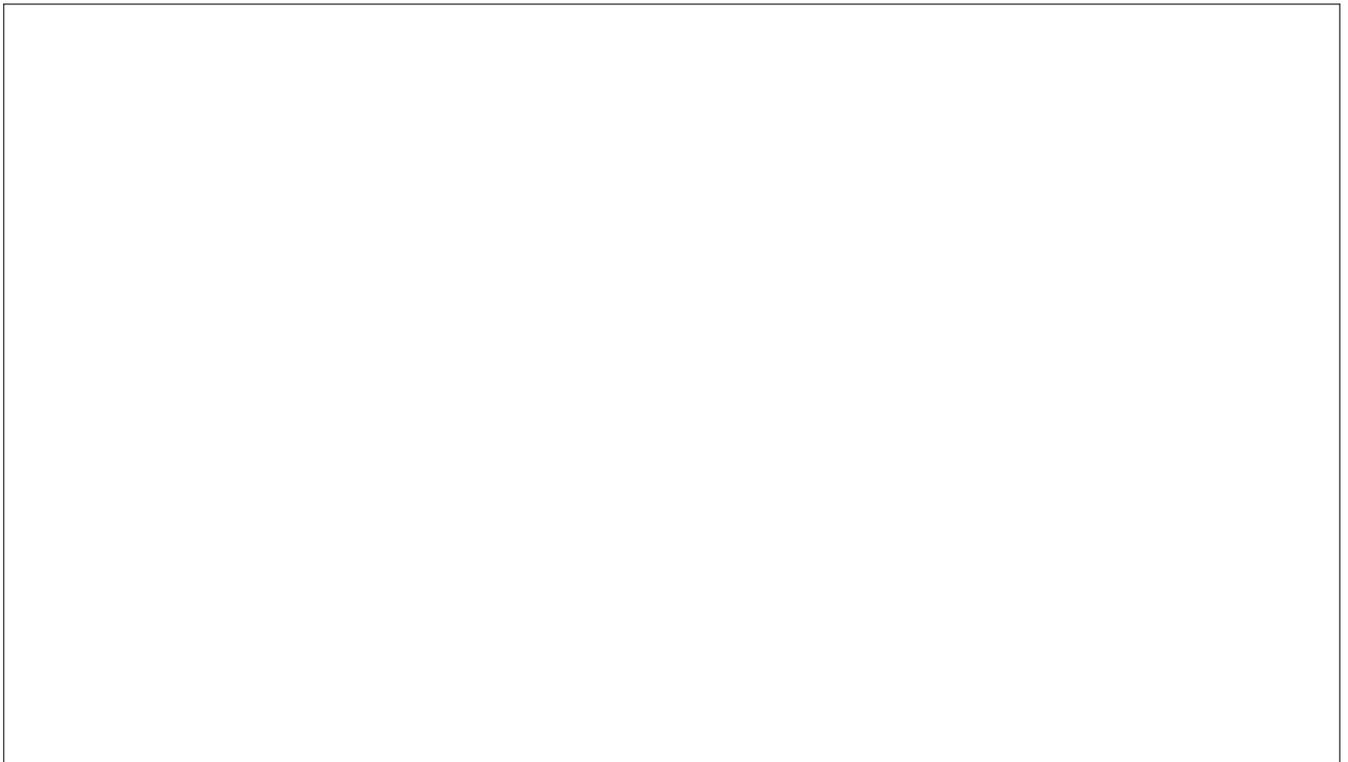
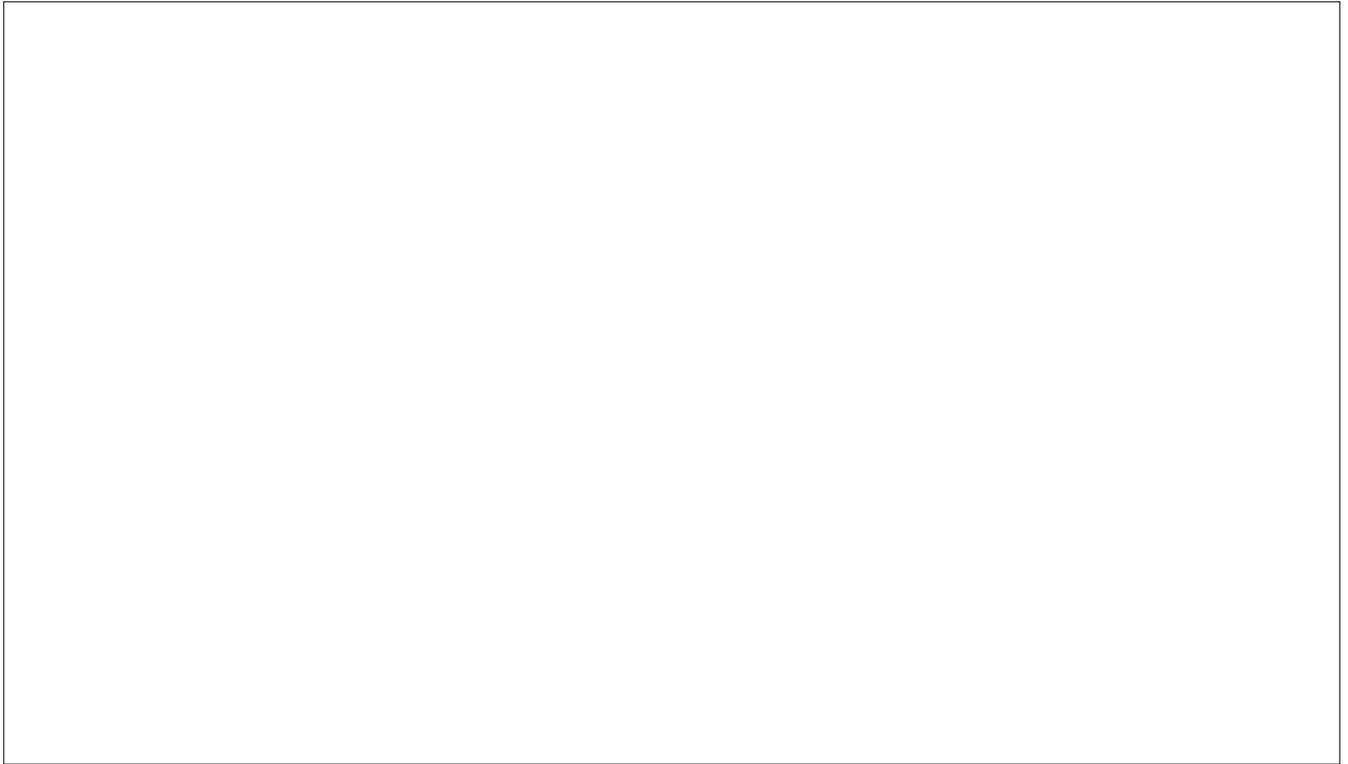
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# Packaging / Pricing Layout

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## Your Packaging / Pricing Section Layout(s)





# The Details Section Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

**Image Layout:** FULL WIDTH      CONTAINED WIDTH

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**Image Overlay:** YES      NO

**Image Source:** STOCK PHOTO      PROFESSIONAL      I WILL PROVIDE

## Other Information

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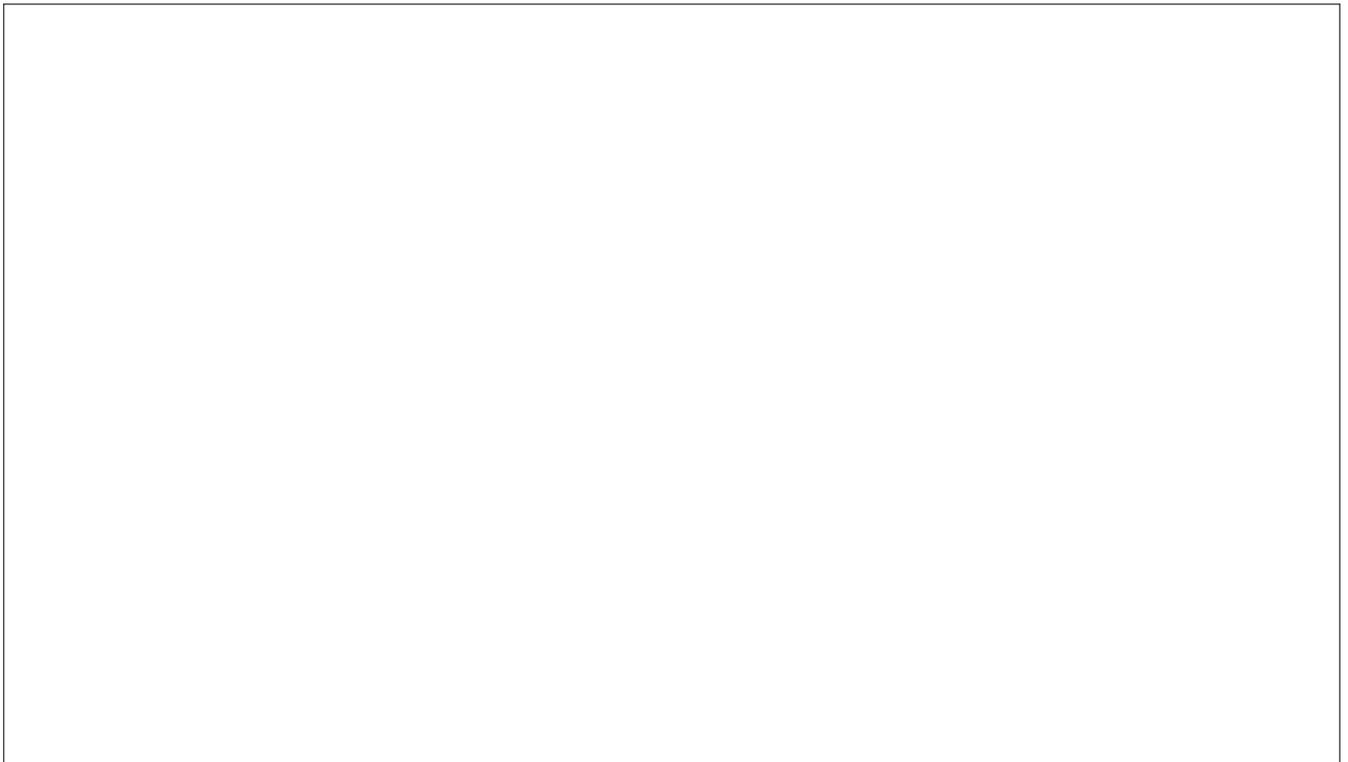
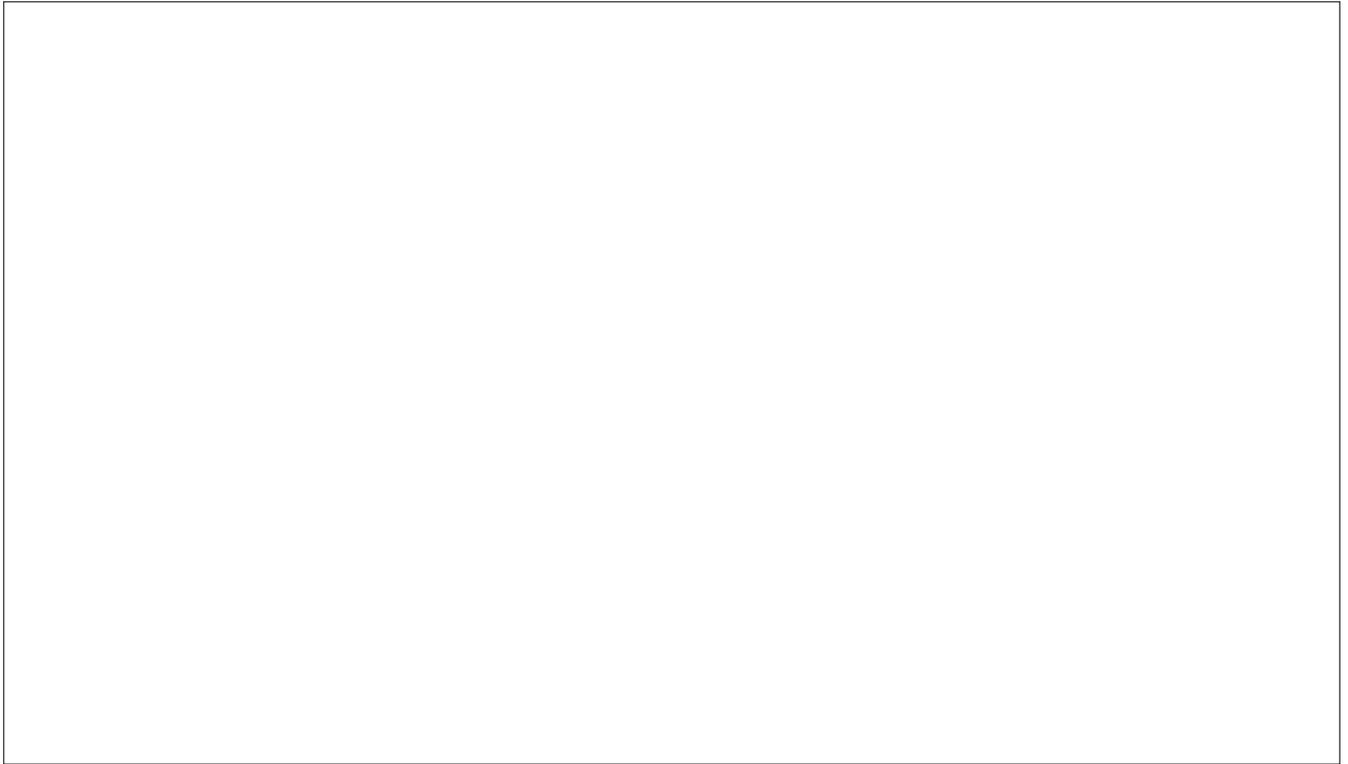
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# The Details Layout

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## The Details Section Layout(s)



# Lead Generators

**DOWNLOAD OUR FREE GUIDE**  
Lead Generator Title/Offer



Please enter your information below for instant access to our FREE  
**"Lead Generator Title/Offer"**  
and start "benefit of Free offer" today!

**GET IT NOW!**

## Type of Lead Generator

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## Lead Generator Title

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## Lead Generator Details

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## Call(s) to Action

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## SEO Words/Phrases

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# Lead Generator Images

## Look and Feel of Image(s)

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## Image Scene

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## Image Details

**Image Layout:** FULL WIDTH    CONTAINED WIDTH

**Type of Image:** PHOTO    VIDEO    SLIDESHOW/GALLERY    ISOLATED IMAGE  
MOCKUP    INFOGRAPHIC    ILLUSTRATION    BACKGROUND

**Image Focus:** LEFT    CENTER    RIGHT    BACKGROUND (NO FOCUS)

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**Image Position:** LEFT    CENTER    RIGHT    BACKGROUND

**Image Overlay:** YES    NO

**Image Source:** STOCK PHOTO    PROFESSIONAL    I WILL PROVIDE

## Other Information

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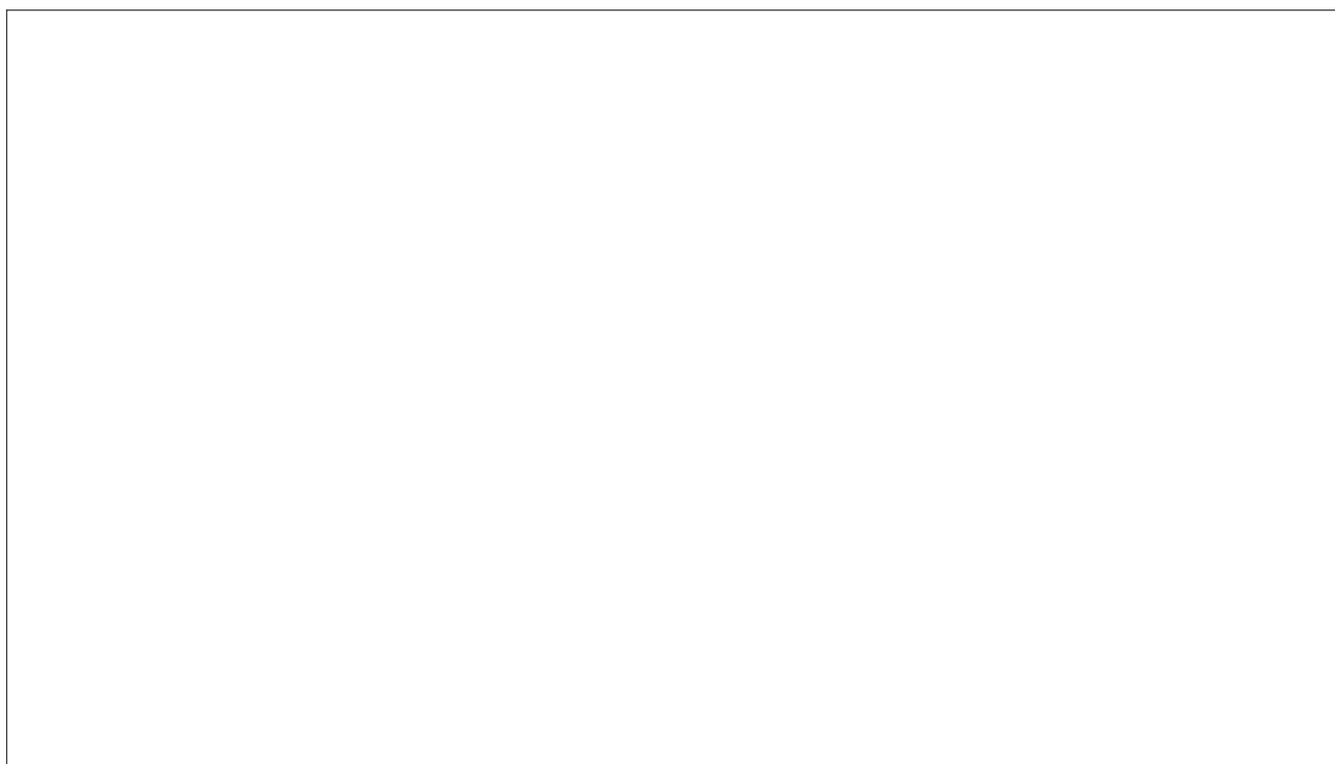
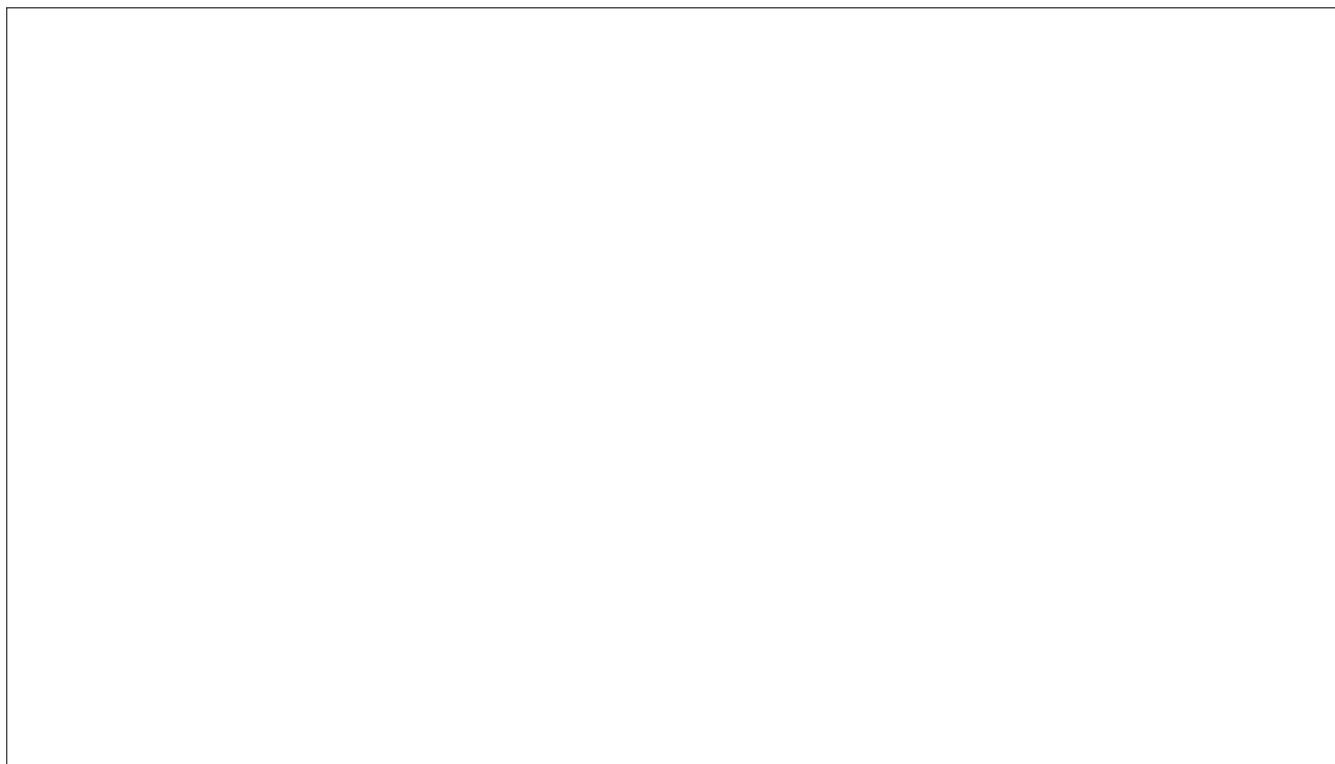
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# Lead Generator Layout

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## The Lead Generator Section Layout(s)



# Additional Section - 1

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## Section Title

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## Section Content

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## Call(s) to Action

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## SEO Words/Phrases

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## Section Layout(s)



# Additional Section - 2

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## Section Title

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## Section Content

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## Call(s) to Action

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## SEO Words/Phrases

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## Section Layout(s)



# Additional Section - 3

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## Section Title

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## Section Content

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## Call(s) to Action

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## SEO Words/Phrases

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## Section Layout(s)



# The Footer

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**Wrapping it up**

# The Footer



The footer mockup is a dark grey rectangle. On the left, there is a blue star icon followed by the word "LOGO" in white. Below this, the word "ABOUT" is written in white, followed by a short paragraph of placeholder text. In the center, under the heading "Quick Links", there are five items, each starting with a right-pointing chevron and the text "Link 1" through "Link 5". On the right, under the heading "Contact", there is an email icon followed by "hello@yourwebsite.com", a phone icon followed by "(555) 123-4567", and the text "Get social:" followed by icons for LinkedIn, Twitter, Facebook, and Instagram. At the bottom center of the footer, there is a copyright notice: "©2020 ShootForWebDesign.com | All rights reserved."

## Footer Information

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
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- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

## Call(s) to Action

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## SEO Words/Phrases

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# shoot

FOR WEB DESIGN

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