



The **WEB DESIGN GUIDEBOOK**

**A Holistic Approach to Strategizing
and Planning Your Online Presence**

by Joshua A. Lamothe





Welcome.

The intention of this document is to assist you as you explore and organize your ideas, insights, and thoughts, and as a reference source as you work on your Visionary Messaging.

When completed, it can serve as:

1. A personal reminder of WHO YOU ARE and WHY YOU DO WHAT YOU DO
2. A blueprint for a designer to incorporate into your web presence
3. Content for public speaking – Networking, Talks, Interviews, Live Events

Please print this document and write on it directly using an erasable pencil.

It does not need to be finished in one sitting. Please feel free to stop and return to it as often as you need.

Before beginning any work on this document, please read the following statement aloud to yourself...

This guidebook is not significant. It is not permanent. It is not 'hard work'. It is not a reason to become overwhelmed. It is not going to be graded. There are neither right nor wrong answers.

This guidebook is a source for inspiration. It helps me to connect deeper with my business or project. It is a way of organizing my ideas. It is a creative process. It is fun.

VISION

You are someone who feels a strong desire to make a big difference in a particular area of life. This desire could be a newly discovered interest or passion, or it could be something you've dedicated your entire life to.

Often, the area of life of that needs to be improved remains unchanged due to outdated systems, mindsets, resources, and leadership.

You, and others like you, have a clear (or not so clear) picture of what life *could* look like if problems were solved, obstacles were removed, systems were changed, and leaders were willing.

By getting connected to our own Vision, and clearly expressing that Vision, we can communicate and unite with people and organizations who have a *shared* Vision, increasing the likelihood that the Vision becomes *Realized*.

This section is designed to help describe the Shift from the current reality, into your Vision - a new reality in the area(s) of life that matter to you.

What is the area of life (niche) that you are committed to shifting?

Get as specific as possible.

Why are you drawn to make a difference in this area?

What circumstances in your life connected you?

Describe the current reality.

Give an overview of what is happening now in this area, individually or collectively.

What do people NEED to know?

What specific information, education or resource do people need to become aware of?

What is your role(s) in bringing the larger Vision to life?

How do you fit in within the big picture? Who will I be and how will I feel?

What is the reality after the Shift?

Describe the overall situation when obstacles are removed, and solutions are added.

VALUE

“Your Value is Your Values”

- Joshua A. Lamothe

We all have some type of Value System – an internal awareness of the qualities we appreciate in life.

We prefer to surround ourselves with people, objects, experiences, and places that reflect and enhance those values.

We constantly express our values through our lifestyle, into our businesses and organizations, Our friends, clients, partners, and supporters value and appreciate us for it.

It is likely that others who share your Values, will also support your Vision.

When we speak to people (in person and marketing) to make them aware that they share your values and care about what you care about, it is more likely that they will listen to you.

The communication of your values makes you *valuable*.

We innately know our values, but generally never take the time to identify and describe them.

This section is designed to help you connect with the True Value of your Vision and see the values that are important to YOU and people like you.

What are the benefits of your Vision becoming realized?

The positive aspects of your product, service, organization, or cause.

Why is it important that your Vision becomes realized?

What makes it necessary, urgent, helpful, significant, enjoyable, interesting & worthwhile.

What is the most significant aspect about your product, service, solution, or project?

What makes it unique, special, different, or more genuine?

What qualities do you admire about the people you respect the most?

How do they think, speak and act? What do they stand for? What makes them special?

VOICE

Our Voice communicates our Vision and Values. It makes us unique, interesting, attractive, and engaging. It lets people know who we are and what we're about.

We share our voice primarily through combinations of *speech, words & visuals* across different mediums – also known as “branding”.

Every time someone interacts with you, whether in-person or through marketing, your Voice is being heard and *felt*. Opinions and judgements are being formed in seconds, it's just the way we're wired.

When our branding works holistically, others take notice of how our business, organization or project aligns with their values and attracts them to you through your shared Vision.

When we integrate our Vision and Values into the Branding, we can create a strong Voice, a Resonance.

Clues to uncovering your Voice can be found by exploring your unique *style, tone, colors, fonts, textures, imagery, & headlines*.

This section is designed to help you connect with your Style, Messaging & Branding elements so you can share them and create resonance with the right audience.



When I Think of My Business Values, What Type of Images or Symbols Come to Mind?

Consider nature, people, activities, environments, art, and concepts

When I Think of My Services, What Type of Imagery Come to Mind?

Consider nature, people, activities, environments, art, symbols and concepts

What Types of Elements do you Surround Yourself with Daily?

Consider colors, textures, patterns, furniture, jewelry, clothing, accessories, nature.

What are the best Platforms or Venues for your Voice to be Heard?

Digital platforms, advertising, physical spaces, communities or groups, traditional marketing.

MESSAGING

What kind of message you want? How do you communicate through logo, taglines, headlines

What is the Name of My Business/Project?

What are 3 Unique Aspects of My Business?

Be as specific as possible, yet try to say it in one or two sentences.

1.

2.

3.

What is My Mission/Vision Statement or Tagline?

What Products/Services/Information do/can I Offer?

What Benefits do my Customers Get from Me?

What Feature(s) Set me Apart from the Rest?

ALIGNED PARTNER AVATAR

It is highly unlikely that we will realize our Vision alone.

We will need other people to make it happen - partners, clients, collaborators, sponsors, allies, friends, and fans.

These individuals and organizations will ultimately be the ones to collectively cause a Shift.

To understand *their* relationship with *your* Vision, it is helpful to understand their connection to it, and their Value.

When we find and align with people who are already involved with the Vision, things can move much quicker, simpler and easier.

This section is designed to help you get related to the exact kinds of people and organizations you can align yourself with in order to support the Shift.

Who benefits from your Vision being realized?

Who are the stakeholders? Customers, Partners, Colleagues, Affiliates, Friends.

What do people who will support your Vision have in common?

What qualities or characteristics do they share? What do they care about?

What do they believe about the problem or solution?

What do they know to be true? What are some negative or limiting beliefs they have?

What Fears or Concerns do They Have Around Taking on the Problem?

What holds them back from achieving their intended outcome? What stops them from doing what is required?

What are they missing that you provide?

How does your product, service or idea fill a gap for them?



What Are the Best Ways to Collaborate?

Where do you need them, and they need you? What can you reciprocate to support the Shared Vision?

What Would Make Them Want to Align with You?

What do they need to hear or receive that would inspire them to support the Vision?

THEME

Logo, Imagery, Messaging, Colors & Fonts, all working together and complimenting each other will have the most impact on a person viewing your website.

Do I Have an Official Logo? _____

What Colors are in my Logo? Or Would Be? _____

What icon or symbol could be included in my logo design? Or do I prefer just text?

What are the Names of Some Fonts I Like?

(choose from Microsoft Word or visit www.dafont.com)

When I Think of My Business, What Imagery Comes to Mind?

(textures, nature, people, photography, symbols, concepts, etc.)

What are Some Examples of Other Websites that Look and Feel as I Like?

LAYOUT

Can information be found easily?

What Are My Website's Main Pages?

(i.e. about, services, products, FAQ's, testimonials, blog, contact)

What Important Areas of My Website do I want to Draw People's Attention to?

(portfolio, blog, newsletter signup, product, service, event, contact, etc)

SOCIAL MEDIA

Put your linkedin, facebook, twitter, youtube or other links and feeds on your website. Let visitors see your latest posts and let them like, tweet or share you from your site.

What Social Networks am I Currently Using or Could I be Using?

(Facebook, LinkedIn, Twitter, Youtube, Yelp, Pinterest, etc.)

What Social Networks Could I Use to Find my Audience?

What Kind of Information Could I Publish *Daily* to My Social Network?

What Kind of Information Could I Publish *Weekly* to My Social Network?

What Kind of Information Could I Publish *Monthly* to My Social Network?

What kind of niche online groups could I join to promote to my ideal client?

TECHNOLOGY

Domains, Hosting, Management, Maintenance

Do I currently have a web presence? _____

What is my website address? _____

Do I Need to Choose a domain name, or Purchase One? _____

Did I Purchase a Hosting Package when I Registered My Domain Name? _____

What Email Addresses Do I Need?

Do I need to collect data such as signups, purchases, appointments, contact s etc.? How would this work?

SEARCH ENGINE FRIENDLINESS

There is a way that search engines initially determine how to put websites link in search results.

What are My Top 10-15 Keywords or Key Phrases?

(www.googlekeywordtool.com)

What is my Website Title Tag?

(A summary of your entire website in less than 70 characters)

What is my Website Description Tag?

(A strong call to action directing people to your website, containing key words in less than 140 characters)

What Are Some Common Topics or Subjects Relating to What I Do?

Need Help Completing the Guidebook?

Let's Collaborate and Get it Done Together!

Schedule a 2 hour, 1-1 Strategic Session

\$297

Email contact@grassrootsconsult.com
to schedule