



The Anatomy of A Good Website

HELLO!

Below is a basic outline of the pieces and steps required for a professional site. Yay!

- **CREATIVE DIRECTION / BRANDING**

Colors, fonts, photograph style, graphic style, logo, vibe (corporate, minimal, tech-y, modern, etc).

- **STRATEGY**

The plan of attack... where to start, what meat of the project to build first to use as a guide for the rest of the development & build? (FYI: for us, this is usually the homepage but not always...)

- PROJECT BREAKDOWN, SCHEDULING, + BUDGETING
- NAVIGATION aka site map

A site map is a blueprint for what will be on what page and what path(s) visitors will take on your site.

- **DESIGN** *Making the creative direction come to life! DESKTOP + MOBILE = 2 separate spaces*

- FONT(s) display and hierarchy - type, colors, sizing, weights
- ECOMM all windows and emails of the shopping experience - consistent with site stylings
- BLOG all displays, search boxes, suggested posts area, etc - consistent with site stylings
- FORMS, BUTTONS, ALL PAGE LAYOUTS + FLOW - consistent with site stylings

- **DEVELOPMENT** *Building out UX (user experience): functions, paths, and systems*

- DESIGN/STORYTELLING/MESSAGING solve any issues
- USER EXPERIENCE as streamlined and slick as possible

- **COPY AUDIT/POPULATION** *Your offerings, expertise, personality, and story - in words...*

- CURRENT INFO anything to pull from? Current Website? Pitch Deck? Brochure? Business Plan?
- COPY (words/content) streamline this, as much as possible, for the "at a glance" world we live in
- HIERARCHY ensure flow of info and nav makes it easy on visitors to find what they are looking for

- **ARTWORK** *Photography, graphics, icons, background textures, animations, display features*

- **TECH** *Making it alllll work...*

- CUSTOM FUNCTIONS for navigation, forms, shopping experience, CMS, etc, as needed
- URL/EMAIL TECH this is especially needed if hosting emails/URL outside of WIX
- TESTING all forms, functions, links + LAUNCH tech

- **SEO**

- GOOGLE make site able to be found on Google (this is not automatic) + Google My Business
- PAGE SEO Names, Titles, Descriptions, Photos correct length for google results and social shares
- SITE SEO All Basic Information + Keywords Filled out For Site
- FAVICON (we see this missing, lots - the little icon next to a page URL in your browser tab!)
- SEO WIZ A terrific tool on WIX to optimize your pages
- PAGE GRAPHICS and PHOTOS Names, Descriptions, Tooltips, Alt Text



Further Study & Growth For Ya!

SUPPORT OPTIONS + MORE TIPS!

Below are a few budget-minded ways Lovage can further help you with your new site and related business development. Whether you are building your site yourself or hiring another WIX developer, the below prep will help get you exactly what you need and want to succeed.



REFINE YOUR STYLE + VIBE

Descriptors, Competitors, Goals, Styles, Colors, Story, Focus, Clarity.

1 x Worksheet + 6 x Instructional Vids

\$39.99 **GRAB IT HERE**



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Strategy, Creative, Business, Tech, Content, SEO - expert collaboration.

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PERSONAL GROWTH + HAPPINESS

This has nothing to do with your website or business. Oh, wait! It has EVERYTHING to do with your website and business. :)

\$0 **CLICK CLICK**



BRUSH UP ON THE BASICS

If you are making your own site or if you have someone help, you will be educated on the areas which need attention!

\$0 **CLICK HERE**