



At First Site

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THE SMART WEBSITE PLANNER

For New Sites & Redesigns

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Welcome to The Smart Website Planner

Whether you're creating your very first website or refreshing an existing one, this planner will give you clarity and direction.

Inside, you'll find worksheets to help you:

- Define your website's goals
- Understand your audience
- Plan the pages and features that matter most

The more clarity you have before design begins, the smoother the process will be—and the stronger your website will perform for your business.



Why Planning Matters

A website is more than just a digital brochure. It's the online home of your brand, and often the very first impression people have of your business.

When a site isn't planned properly, it can end up confusing, unfocused, or full of features that don't actually serve your goals.

Planning ahead helps you:

- Save time and money during design
- Focus on results, not just looks
- Build confidence knowing your site reflects your vision

Think of this planner as your roadmap—so when it's time to build or redesign, you'll know exactly where you're going.



About At First Site Studio

At First Site Studio helps business owners and creators turn ideas into websites that make an impact.

We believe a website should be more than pretty—it should help you grow, connect, and convert. From strategy and design to launch, we make the process simple and collaborative.

This planner is just the first step. When you're ready to bring your vision online, we'd love to help you build a site you'll be proud to share.



YOUR WEBSITE GOALS

THE PRIMARY GOAL OF OUR WEBSITE IS:

“

”

THE SECONDARY GOAL OF OUR WEBSITE IS:

“

”

THE TERTIARY GOAL OF OUR WEBSITE IS:

“

”

Goals: Your website should have a job to do—whether that’s generating leads, making sales, or building authority. Be specific: “Generate 10 new enquiries a month” is more powerful than “Get more leads.”

PERSONA / AVATAR



NAME: _____

AGE: _____

JOB: _____

INCOME: _____

FAMILY: _____

Y / N

KIDS: _____

LIVES WHERE: _____

SUMMARY:

LIFE CHOICES:

WORK STORY:

CURRENT PROBLEMS

(THAT RELATE TO YOUR PRODUCT(S)):

**WHAT COULD / WOULD
HAPPEN IF THIS ISSUE ISN'T
SOLVED?**

IN A NUTSHELL:

Personas: When you know exactly who you're speaking to, your site becomes much more effective. Think about your ideal visitor's frustrations, goals, and what would make them trust you.



At First Site
Your Analytics. Your Voice. Your Site.

PERSONA / AVATAR



NAME:

AGE:

JOB:

INCOME:

FAMILY:

Y / N

KIDS:

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SUMMARY:

LIFE CHOICES:

WORK STORY:

CURRENT PROBLEMS

(THAT RELATE TO YOUR PRODUCT(S)):

**WHAT COULD / WOULD
HAPPEN IF THIS ISSUE ISN'T
SOLVED?**

IN A NUTSHELL:

WEB PAGES

DRAW A ROUGH MAP OF YOUR WEBSITE:

Home Page



About Us



Contact Us



WEB PAGES

DRAW A ROUGH MAP OF YOUR WEBSITE:

REFERENCE WEBSITES

Which sites do you like or dislike?

SITE & URL

WHAT ABOUT DO YOU LIKE/DISLIKE?

Are there competitors to the site in this field?

SITE & URL

WHAT ABOUT DO YOU LIKE/DISLIKE?

Reference Sites: Collecting sites you like isn't "copying"—it's saving hours of guesswork. Notice colors, layouts, and features you're drawn to.

MY PAGES SCOPING TEMPLATES

	PAGE	
	URL	
SUMMARY OF PAGE / GOAL		
FUNCTIONALITY		
MEDIA / COPY REQUIREMENTS		
AMENDMENTS		
DATE	WHO	WHAT

Pages & Content: Every page should have a purpose.
Ask yourself: "What action do I want visitors to take here?"

MY PAGES SCOPING TEMPLATES

	PAGE	
	URL	
SUMMARY OF PAGE / GOAL		
FUNCTIONALITY		
MEDIA / COPY REQUIREMENTS		
AMENDMENTS		
DATE	WHO	WHAT

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	PAGE	
	URL	
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Next Steps

You've started planning your website—great work!

But a plan only makes an impact when it's put into action.

If you'd like expert eyes on your worksheet, [book a free Website Consultation Call with us.](#)

We'll review your answers together, highlight opportunities, and map out a clear path forward.

It's free, no pressure—just clarity for your next step.



Resource Toolkit

Here are some free tools to make your website planning and building process easier:

Design & Branding

- Google Fonts – <https://fonts.google.com>
Free, professional fonts for your website.
- Colors – <https://colors.co>
Quickly generate and explore color palettes.
- Canva – <https://canva.com>
Design simple graphics, social posts, and mockups for your brand.

Images & Media

- Unsplash – <https://unsplash.com>
High-quality free stock photos.
- Pexels – <https://pexels.com>
Free images and videos for your site.
- TinyPNG – <https://tinypng.com>
Compress images for faster website loading.

SEO & Performance

- Neil Patel's SEO Analyzer – <https://neilpatel.com/seo-analyzer>
Check how search engines see your site.
- GTmetrix – <https://gtmetrix.com>
Test your site's speed and performance.
- Google Mobile-Friendly Test –
<https://search.google.com/test/mobile-friendly>
Check how well your site works on mobile devices.

