WEBSITE PLANNING
WORKBOOK

12 EASY STEPS TO A SUCCESSFUL WEBSITE!

by Akshar yadav

This workbook belongs to

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INTRODUCTION

Dear Small business owners & marketers –

Thank you for your interest in Website Planning Workbook. You are about to start an interesting journey that will enable you to plan a successful website in quicker time than before. Once the website is done you will have a kind of clarity which will save you money & time.

This workbook is about asking right questions – which helps you dig out relevant & quality information for website development (which is very critical for planning & developing a successful website).

The more you know about what you want for your website - the better your website will be and more you will be able to utilize website designs services fully.

Use this workbook to help nail down your website goals and collect the materials necessary for website development. The more time and effort you devote to this information gathering process, the more likely you are to build a workable website.

I have done my best to make website planning easy & fun – but still, if you feel that you need assistance with this Website Planning Workbook or want to have a successful website for yourself – please get in touch with me by filling "Contact us" form given at www.centronicsupport.in. will be glad to help you.

Let's get started now... am sure you'll be delighted when you finish this workbook!

Happy planning,

Akshar

Akshar yadav
(Founder - Centronics Support)

GENERAL ORIENTATION

Congratulations on finding your way to this workbook. By reading it and carrying through with the exercises in this workbook, you demonstrate that you are serious about making a successful website for yourself or for your company.

Before we start on direct questions about your website – please answer a few general questions about your company:

Write a note about your company (what your company does – when it was formed etc).

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What are the USP (Unique Selling Propositions) of your company? Or what makes your company (product/ service) different from your competition?

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Define your ideal customer. Think in terms of demographics such as age, occupation, lifestyle, income, etc.

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Who are your competitors?

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FEW WHYS

It's my personal experience & observation that not many small business owners or marketers are clear about why they want a website... and with no clearly defined goals they land up with ineffective website and then at some point in time they blame the person/ company who designed their website.

Weather you design your website yourself or outsource it – please answer following few questions –

Why do you want a website? What are the key objectives?

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What key message would you like to communicate through your website?

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Free resources to help YOU succeed

FREE EBOOKS –

1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- http://www.centronicssupport.in/emailicious.php

2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- http://www.centronicssupport.in/website-talkies.php

3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- http://www.centronicssupport.in/take-that-plunge.php

FREE E-COURSES –

1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php

2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php

3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php

See all here http://www.centronicssupport.in/free-resources.php

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www.centronicssupport.in