Website Blueprint Workbook

Your Step-By-Step Guide To Building A Website That Generates Leads

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The Blueprint

Introduction

Most people think building a website is easy and relatively straightforward. You design a homepage and maybe a few secondary pages, write some copy, pick a CMS and a hosting company, and you're done.

Nothing could be further from the truth.

The reason is actually rooted in the question associated with wanting to start a new website project. Why do you want/need a new website? When you start answering that question, your perspective around your website should change.

Why do you want a new website? What might be some of the answers to this question?

Your website is old and outdated. OK, but that doesn't make it bad.

You don't like your current website. Again, that's not usually enough to need to invest in a new website.

Eventually, you'll get to the root of the issue. Your website isn't doing what it's supposed to do, which is to generate leads for your business. Let me restate that in case you were skimming this section.

Your website has only one purpose – to generate leads, sales opportunities and new customers for your company.

If it's not doing that, yes, you need a new website that does generate leads for your business.

If that's your goal, you have to take a much more strategic approach to your new website redesign and relaunch. That's where the website blueprint comes in.

What Is A Website Blueprint?

If you started building a house without a set of designs, the site would likely collapse on day one. No one in their right mind would build any type of structure without blueprints, plans and drawings.

Your website is no different.

This Website Blueprint Workbook is like the instruction manual – everything we want the site to do is in here.

Every page is covered. Every visitor interaction is thought out. All your personas are accounted for. People at different stages of their buyer journey are served up relevant experiences.

Now designers, developers, copywriters, campaign managers and even company leaders have the exact instructions for how to create a page that attracts, converts and creates leads for the business.

Without a blueprint like this, building a website would be a waste of time, energy and money.

How To Use This Workbook

It's pretty simple. For every page on your website, you should consider completing each section in this workbook. Answer all the questions, provide any documentation, think through the visitor experience and document exactly what you want your visitor to see, read, feel and do on every page.

Once completed along with a sitemap, you could hand this over to any website developer, designer and copy team to quickly and efficiently build out what you've instructed them to do here.

If this is your first time working through a website strategy, it's going to be harder than it would be for our team, which has used this approach hundreds of times successfully.

But if you insist on doing it yourself, this is the framework you've been missing all these years.

Go ahead and get started!

The Website Blueprint

The Sitemap

When you do a presentation, you start with an outline. When you write a book, you start with an outline. When you lead a meeting, you prepare an agenda.

The sitemap is a similar tool to help you map out the major sections of your website, get ideas down on paper and start to think through the best ways to connect the different pages to deliver the optimal visitor experience.

One of the best ways to create a sitemap is to start listing all the pages you think you'll need on the site. Some will be easier than others, like the About Us page, Contact Us page, Product pages and Services pages.

Then start grouping the pages. Pages about the company, like Team, Press, Events and History, can go under About Us. All your products can go under a Products category. Try to limit the number of categories to seven and the items in each category to five.

These are guidelines, not rules. Everyone's website is a little different.

Here's an example of a sitemap.

Capture every single page you think you're going to need. When you get into the actual strategy work (next in the workbook), you'll likely uncover other pages you want, but that's OK. You can add them to your sitemap as you go.

ACTION STEP: Create a sitemap for your website.

Stages In The Prospect's Buyer Journey

Now that you have a sitemap, go page by page and complete the rest of the workbook. Every single section has to be completed for EVERY page.

Every company in every industry has a prospect buyer journey cycle. By thinking this through, you'll be ensuring that every page on the website is designed perfectly for your visitors.

For more information on prospect buying cycles, visit our page on the Cyclonic Buyer Journey™. This is the buyer journey cycle framework we use for our clients. You don't have to use ours, but you have to use something.

Since this is the Square 2 Website Blueprint Workbook, we're using the Cyclonic Buyer Journey framework. List every single page and the stage of the buyer journey you think most aligns with your vision for the copy and content on that page.

Here is an example to help you get started.

Page Name	Stage Of The Prospect Buyer Journey
Homepage	Awareness, Education, Consideration
About Us	Evaluation
Service 1	Education, Consideration, Evaluation
Success Story	Evaluation, Rationalization

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Use this table to map your pages to your buyer journey stages:

Page Name	Stage Of The Prospect Buyer Journey

Page Name	Stage Of The Prospect Buyer Journey

ACTION STEP: Complete the above table for your entire website – every page should be represented here. Notice that some pages can be for multiple stages, but this depends on your company, industry, products and services.

What Personas Are Visiting This Page?

Most people know what personas are. If you don't, you can read about them here. In short, they are the people who you want to visit your website. Typically, most companies have between three and five personas.

You're going to need a website page (or pages) for each of your personas. We'll use a similar table to capture this information.

Page Name	Stage Of The Prospect Buyer Journey	Persona
Homepage	Awareness, Education, Consideration	Personas 1, 2 and 3
About Us	Education, Consideration, Evaluation	Persona 1
Service 1	Evaluation	Persona 2
Success Story	Evaluation, Rationalization	Persona 3

Use this table to map your pages to your personas.

Page Name	Stage Of The Prospect Buyer Journey	Persona

| Page Name	Stage Of The Prospect Buyer Journey	Persona

ACTION STEP: Complete the above table for your entire website – every page should be represented here. Notice that some pages can be for multiple personas, but this depends on your company, industry, products and services.

What Story Is This Page Telling Visitors?

This is where a lot of people make a wrong turn. They think of their website like it's a brochure. Instead, think about your website more like it's a movie.

Every page must tell a compelling, emotional and engaging story that pulls the visitors in. Every page has to be about the visitors or prospects, not about you.
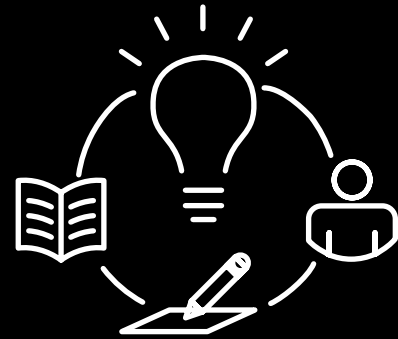
This is especially important on your homepage, where most visitors will enter your site. If this page fails to tell a story, your visitors will never see any of the other pages.

But every page has to tell a story to some point. That story must be visual, enhanced by the words on the page and supported by any additional assets like videos, pictures or graphics.

We're going to follow the same format we've been following. Document the page and the story you want told on the page.

Page Name	Stage Of The Prospect Buyer Journey	Persona(s)	The Story
Homepage	Awareness, Education, Consideration	Personas 1, 2 and 3	The Fastest Agency On The Planet
About Us	Education, Consideration, Evaluation	Persona 1	No Juniors Here – 10,000 Hours Of Experience
Service 1	Evaluation	Persona 2	Different Type Of Strategy And Campaign Execution Engagements
Success Story	Evaluation, Rationalization	Persona 3	These Clients Just Like You Received Results

Use this table to map your pages to your personas and the story you want them to see.

Page Name	Stage Of The Prospect Buyer Journey	Persona(s)	The Story

Page Name	Stage Of The Prospect Buyer Journey	Persona(s)	The Story

✓ **ACTION STEP:** Complete the above table for your entire website – every page should be represented here. Coming up with an emotional, compelling and engaging story for every page won't be easy. It will be some of the hardest work you'll do, but it's the most important, it pays off the best and is what most companies skip. You have a real opportunity to beat your competitors if you do this right.

Actions That We Want Them To Take

When you take a more strategic approach to your website, you start thinking more strategically, and that informs your specific decisions on every page.

In this section, you'll go page by page and decide exactly what action you want your visitors to take on each page. Keep the stage of the buyer journey in mind when you make these decisions.

Actions include clicking to related pages, downloading educational content, watching a video and clicking on a CTA to drive a conversion. Regardless of your desired action, it needs to be part of your strategy during the completion of the blueprint document.

For example, if you try to get someone to schedule a call on an early buyer journey page, you'll probably have little success. Those people aren't ready to talk with you, so consider a more relevant action for people at that stage of their journey.

For the sake of the document and readability, we're just highlighting the page name, stage and action in this table.

Page Name	Stage Of The Prospect Buyer Journey	Desired Action
Homepage	Awareness, Education, Consideration	Watch video, convert on offer and/or click to secondary page
About Us	Education, Consideration, Evaluation	Click to digital agency selection content
Service 1	Evaluation	Click to success stories
Success Story	Evaluation, Rationalization	Click to schedule a call

Use this table to map your pages to your desired actions.

Page Name	Stage Of The Prospect Buyer Journey	Desired Action

Page Name	Stage Of The Prospect Buyer Journey	Desired Action

ACTION STEP: If you're running demand generation campaigns, your desired actions would be ungated content offers. If you're running inbound marketing campaigns, many of your offers would be gated with landing pages. Both approaches can work but do consider the experience as you map out your actions across your pages.

Questions Visitors Are Asking

This is one of the most important parts of the strategy work we do and one of the most important sections in our blueprint.

Your prospects have questions and they're on your site looking for answers. The website that does the best job at delivering answers is generally the website that the prospects come back to for additional information and the site that most likely gets that initial conversion from visitor to marketing-qualified lead and ultimately sales-qualified lead.

Uncovering the questions prospects are asking isn't hard. But it does take a process. Often the sales and customer service people have intimate knowledge of these questions, and it's generally about harvesting them and then organizing them to help create a better website experience.

The better job you do at uncovering these questions and then answering them on the website and in your content marketing execution, the more leads you'll generate on your website.

Again, for the sake of the document and readability, we're just highlighting the page name, stage and questions in this table.

Page Name	Stage Of The Prospect Buyer Journey	Questions Prospects Are Asking
Homepage	Awareness, Education, Consideration	• Does this company do what I need? • Do they do it differently? • Have they done it for others like me? • Have they been successful?
About Us	Education, Consideration, Evaluation	• Who are the people I might be working with? • Do they have the experience I need? • Does this experience look different than the other options I might be considering?
Service 1	Evaluation	• Is this the service I need? • Is this something I can't do on my own? • How is their service different/better than other options I'm considering?
Success Story	Evaluation, Rationalization	• Does this example resonate with me? • Is this story similar to my company's situation? • Does this make me feel safer continuing to interact with this company?

Use this table to map your pages to the questions your prospects are asking.

Page Name	Stage Of The Prospect Buyer Journey	Questions Prospects Are Asking

Page Name	Stage Of The Prospect Buyer Journey	Questions Prospects Are Asking

ACTION STEP: After you have the questions documented and you're starting to create website page designs and copy, start thinking about what educational pieces continue to answer these questions.

People view your website page for less than 30 seconds, but your answers to these questions might require a much deeper conversation. For prospects who want more information, offers on these pages drive clicks (if you're running an ungated demand generation strategy) and leads (if you're running a gated inbound marketing strategy). But you need the right assets.

Take all your questions and use them to create a new, more prospect-centric content marketing strategy that includes video, audio (podcast), graphics, checklists, whitepapers, e-books, interactive tools, surveys and more. If you answer their questions with content, you'll dramatically improve the prospect experience on your website.

How Do We Want Prospects To Feel?

You might be wondering why their feelings matter. Who cares? But that would be a mistake. How your prospects feel is everything. The goal of your website is to make them feel safe enough to continue clicking and learning more.

All of us have landed on a website and thought to ourselves, "This feels wrong." The site might be poorly designed, unsecure or lacking any solid messaging. In seconds, we're gone. We go back to our search and the next listing.

This is probably happening to you. Your prospects are walking away without you even knowing it.

To stop that, you should be very clear on how you want them to feel on every page of your website.

Here too, we're just highlighting the page name, stage and how the prospect should feel.

Page Name	Stage Of The Prospect Buyer Journey	How We Want The Prospect To Feel
Homepage	Awareness, Education, Consideration	Interested and safe
About Us	Education, Consideration, Evaluation	Curious and safe
Service 1	Evaluation	Satisfied and comfortable
Success Story	Evaluation, Rationalization	Excited and engaged

Use this table to map your pages to your prospect's feelings.

Page Name	Stage Of The Prospect Buyer Journey	How We Want The Prospect To Feel

Page Name	Stage Of The Prospect Buyer Journey	How We Want The Prospect To Feel

ACTION STEP: Go through each page and note how you want your visitors to feel. Understanding that people visiting your site are anxious about their purchase decision, your job in creating a website experience is to move them from feeling anxious to feeling safe. Identify how you think they feel when they first arrive on each page and how you want them to feel when they read, watch and interact with your page content. Knowing how you want them to feel will help with copy, design and the educational materials you serve up on these pages.

SEO Considerations

We've seen many websites that look great and sound great but don't rank well, so people never find the site on the search engines. This is like having an invisible business.

You need to consider your search engine optimization strategy now during the strategy section of your new website build project.

Each page should have a set of keywords that you're trying to rank for. These keywords, phrases or questions should be rankable, meaning they're not so competitive that you have no chance of ranking for them, and they have enough search volume to make it worthwhile.

Some keywords might be important and have low volume. Those are important, too. Stack up enough page one rankings for low-volume keywords and you'll have a steady stream of organic visitors finding your site.

Also, make sure you know what keywords your competitors are ranking for and working to rank higher for too. This is going to inform your website keyword strategy.

We're just highlighting the page name, stage and the appropriate keywords, phrases and questions for each page.

Page Name	Stage Of The Prospect Buyer Journey	Keywords, Phrases And Questions
Homepage	Awareness, Education, Consideration	Digital Marketing Agency, Inbound Marketing Agency, Fastest Marketing Agency, Revenue Growth Agency
About Us	Education, Consideration, Evaluation	Experienced Marketing Agency, Experienced Digital Agency, Experienced Revenue Growth Agency
Service 1	Evaluation	What Is Inbound Marketing?, Inbound Marketing Services, Inbound Marketing Agency
Success Story	Evaluation, Rationalization	Inbound Marketing For The Manufacturing Industry, Marketing Results For Manufacturers, Lead Generation For Manufacturers

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Use this table to map your pages to your keywords, phrases and questions.

Page Name	Stage Of The Prospect Buyer Journey	Keywords, Phrases And Questions

Page Name	Stage Of The Prospect Buyer Journey	Keywords, Phrases And Questions

ACTION STEP: Consider using some tools to uncover as many keywords, phrases and questions as possible. We like to reverse-engineer highly ranking competitive sites to see how they're ranking. Tools like Semrush and Google's keyword planner are helpful in uncovering related keywords. Then prioritize those that you absolutely want to rank for either because of relevance or because of opportunity to rank and use those in this workbook.

Technical Considerations

When you're building a website there are a host of technical considerations for every single page – what the page name should be, the URL copy, meta descriptions, tagging strategy, image optimization, page load speed, etc.

These need to be documented page by page and primarily driven by the search engine optimization and keyword strategy. We see far too many sites that have skipped this step entirely.

Here we're highlighting the page name, stage and the technical considerations for each page.

Page Name	Stage Of The Prospect Buyer Journey	Technical Considerations
Homepage	Awareness, Education, Consideration	Meta Description: The only marketing agency with Accelerated Engagements. Get six months of work in 30 days, from demand gen and inbound to website redesigns and HubSpot work.
About Us	Education, Consideration, Evaluation	Page Title: Meet Your Team | Square 2 URL: .com/meet-the-team
Service 1	Evaluation	Page Title: Inbound Marketing Agency | HubSpot Diamond Partner | Square 2 URL: .com/inbound-marketing
Success Story	Evaluation, Rationalization	Carousel: This should be the second of our six success stories presented.

Use this table to map your pages to your technical considerations.

Page Name	Stage Of The Prospect Buyer Journey	Technical Considerations

Page Name	Stage Of The Prospect Buyer Journey	Technical Considerations

ACTION STEP: It's easy to overlook these details, but they help create websites that drive leads and improve overall marketing program performance. Make sure you sit down with your development team and walk through every page. Answer their questions and listen to their feedback. Design and development have to work together to deliver efficiently.

Design Considerations

Speaking of design, it's important that designers and developers work together. There is no point in designing a website or webpage that a developer can't code or requires many hours of work to match their design.

We're going to provide design guidance the same way we provided technical guidance. Remember, this is a strategic document that copy, design and development are all going to work from to create a great website and deliver it efficiently.

Keeping everyone on the same page is critical.

Here we've highlighted the page name, stage and the design considerations for each page.

Page Name	Stage Of The Prospect Buyer Journey	Design Considerations
Homepage	Awareness, Education, Consideration	Open format with white space – see homepage design comp; three offers (CTAs needed) – early, middle and late buyer journey
About Us	Education, Consideration, Evaluation	We'd like actual pictures, not stock photography. Each individual persona should have their own page, and we'll need a design for those pages.
Service 1	Evaluation	We'll need a section for the inbound ROI calculator tool.
Success Story	Evaluation, Rationalization	Each of the stories needs to be inside the carousel with a similar design approach.

Use this table to map your pages to your design considerations.

Page Name	Stage Of The Prospect Buyer Journey	Design Considerations

Page Name	Stage Of The Prospect Buyer Journey	Design Considerations

ACTION STEP: Work through each page, talking about the design strategy with both the designer and the developer. Everyone should be on the same page. Developers often provide input that influences design, and when design matches development capabilities, websites finish on time and on or even under budget.

Conclusion

Without hundreds of websites planned, designed, written and delivered, you might not know everything that should go into redoing your website or launching a new website. The planning takes time and requires investment, but the result is always a flawlessly delivered website that works perfectly to attract visitors, turn those visitors into leads and ultimately help those leads become sales opportunities and new customers.

Enjoy!

About Square 2

Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution. More specifically, we help our clients with strategy, tactics, analytics and technology to build revenue generation machines that produce month-over-month revenue growth in a scalable, predictable and repeatable way, so their business grows.

We use our proprietary Cyclonic Buyer Journey model to help clients map their prospects' buyer journeys to the right marketing, sales and customer service tactics. We also use our AI-powered recommendation engine software called MAXG to drive a more scientific set of recommendations for our clients.

We are the ONLY agency to provide Accelerated Engagements, where instead of a fractional team like most agencies deliver, our clients have a dedicated team that works with one client team at any time. This highly efficient team allows us to deliver six months of work in just 30 days and accelerate results for our clients from months to weeks or even days.

We're also the only agency to deploy a dedicated campaign execution team loaded with people whose only job is to drive results for our clients by executing campaigns that produce visitors, leads and new customers.

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