



# SMME Clinic Masterclass

## PLANNING WEBSITE

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SCA Computer Software Training & Support

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# Website planning

7 factors today's entrepreneurs should  
consider when **planning** website

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# Website planning

well-designed website can be beneficial your business

A well-designed website can **boost your ranking**, increase traffic, make an impression on visitors, and **help them understand your brand**

should be in line with the company's goals and strategies

creating a website is not a difficult task; rather, it is a **well-planned process**

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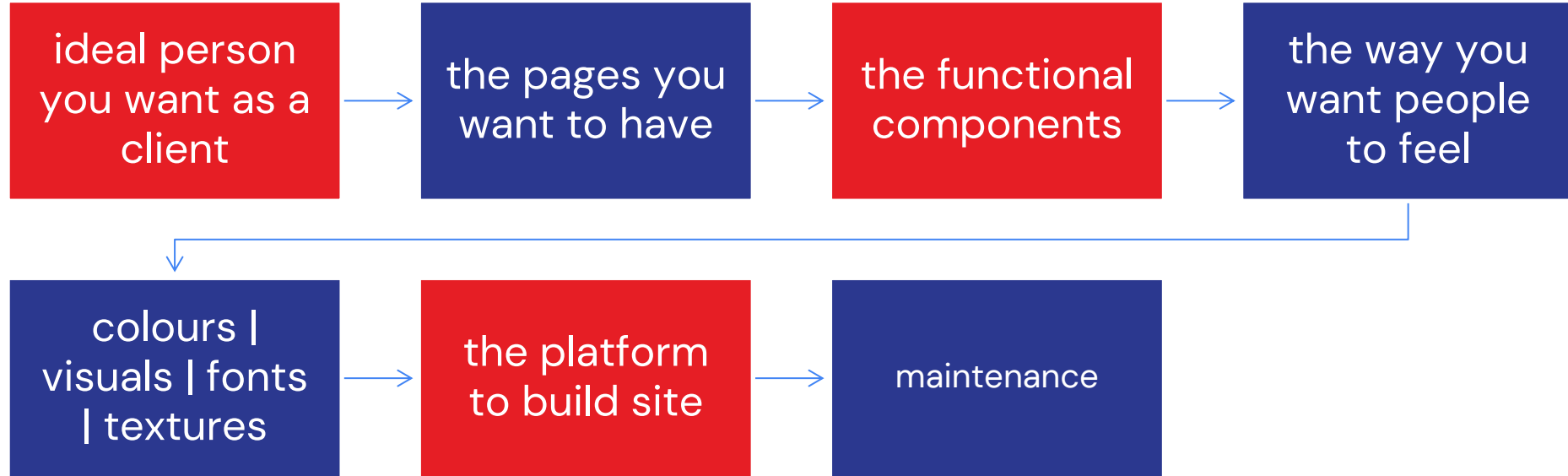
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# 7 factors to consider



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# Ideal person

*persona*

*power person*

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# Ideal Person – who do you want to work with?

Look at your past clients

- paid or not -

even those who weren't formal arrangements  
and ask yourself these questions:

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# Ideal Person – who do you want to work with?

- which 1 or 2 did I absolutely LOVE working with? Which were the best?
- if I could have 10 of these “best past clients” which ones would I choose?
- what were the big challenges facing these top 1 or 2 clients?
- what about these best past clients did I like most?
- why did I look forward to make contact with them?
- who did I have the best sessions with?

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# Ideal Person – who do you want to work with?

- what about them was so great? What qualities or behaviors?
- were they deep thinkers? Simple minds? Bubbly folks?
- were they similar to YOU in any way? If so, how?
- the same professional circles? Same beliefs about life?
- who did I have my best interaction with?

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# Example



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# Example

- ✓ female in her 40s or 50s
- ✓ well-educated professional, often having post-graduate degrees.
- ✓ wants to grow her career, handle relationships better, manage heavy workloads, and find meaning and joy outside of work
- ✓ works in rural, science, or research initiatives.
- ✓ struggles to say no and ends up overwhelmed, and unhappy

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# Purpose

pages on website

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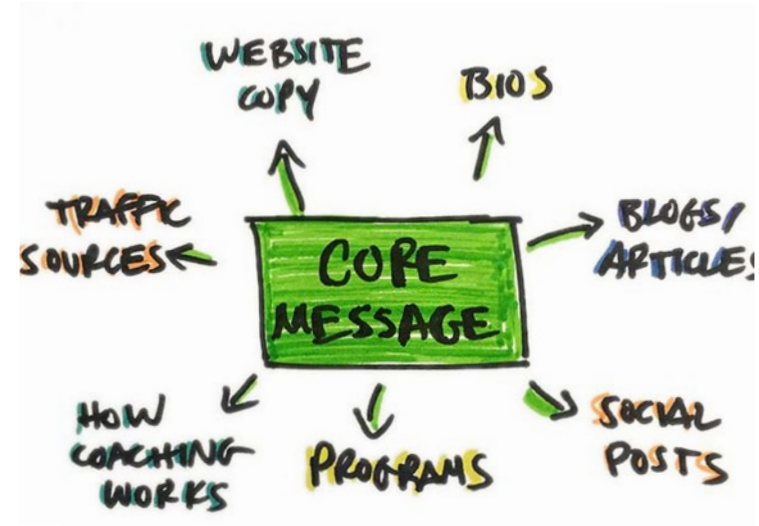
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# Purpose website

- generates new client leads
- gets traffic from search engines
- grows your email list
- increases social followers
- brings in new referral partners
- increases sales



# Pages

- Home
- About
- Services | Products
- Calendar – events | bookings
- Get in touch - Email form (don't show your address)
- Search



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# What else?

## Functional components

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# Blogs



CONTENT & BLOGGING

The Simple Content Strategy Framework and Template That Anyone Can Use



CONTENT & BLOGGING

24 Awesome Email Newsletter Examples (And What Makes Them Great)



CONTENT & BLOGGING

150+ Newsletter Ideas You Can Write About All Year Long

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# Ecommerce



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# “message”

## look and feel

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# Look and feel: colour



Let's

Colour!

Are you ready?

<https://digitalsynopsis.com/advertising/psychology-of-colors-in-marketing/>

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# Orange for energy and enthusiasm

## Orange represents and evokes the feelings:

- energy, enthusiasm, attention, happiness, optimism
- fascination, creativity, determination, attraction, success, encouragement
- stimulation, heat, vitality, inviting, friendly, invigorating effect
- mental activity, young people, strength, endurance
- red-orange: desire, sexual passion, pleasure, domination, aggression, action
- gold-orange: prestige, wisdom, wealth, high quality



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# Yellow for Optimism and Happiness

## Yellow relates to the following:

- laughter, hope, sunshine, energy, optimism, cheerfulness, joy
- joy, happiness, intellect, warmth, cheerfulness, mental activity
- leisure, lightheartedness, children, spontaneous, freshness



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# Green for Growth and Balance

## Green relates to:

- green is for growth - helps your clients blossom
- health, new beginnings, wealth
- ease, relax, create balance, growth, security, possibility, spring
- calm, anticipation, hope, soothing, relaxed, diet, control anxiety
- stability, endurance, discipline, harmony
- nature, freshness, fertility, safety, healing power, restful eye



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# Blue for Trust and Stability

**Blue represents calm, security, trust, calming, corporate, professionalism**

- cool, tranquillity, sincerity, cleanliness, pure
- stability, loyalty, wisdom, confidence, intelligence, faith, truth, heaven
- water, sea voyages, consciousness, intellect, high-tech
- blue-yellow-red combination: superhero
- light blue for health, healing, tranquility, relaxing, understanding, and softness
- dark blue for knowledge, power, integrity, seriousness, depth, stability, corporate



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# Purple for Wisdom and Spirituality

**Purple represents and evokes the following feelings.**

- creativity, royalty, wealth, soothe, calm, beauty
- luxurious, wealthy, power, nobility, luxury, extravagance, dignity
- ambition, wisdom, independence
- mystery, and magic, pre-adolescent, children
- light purple for romantic and nostalgic feelings, feminine, romance, mystery
- bright purple for children, youth

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# Red for Passion and Power

Red represents and evokes the following feelings:

- fire, blood, energy, war, danger, strength, power, determination
- passion, desire, love, emotionally intense
- light red for joy, sexuality, sensitivity, and love
- pink for romance, love, friendship, feminine qualities, and passiveness
- dark red for vigour, willpower, leadership, courage

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# White for Simplicity and Positivity

White represents and evokes the following feelings:

background, light, goodness, innocence, purity, virginity, perfection

safety, purity, cleanliness, positive, successful faith, purity, coolness, cleanliness

simplicity, high-tech products, charitable organizations, angels imagined

hospitals, doctors, sterility, medical, weight, low-fat food, and dairy products

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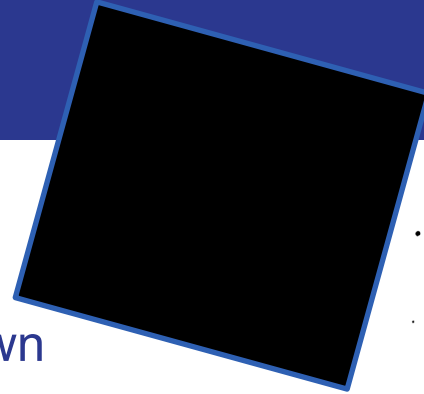
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# Black for Power and Strength



## Black represents and evokes the following feelings:

- power, elegance, formality, death, evil, mystery, fear, unknown
- black holes, negative, blacklist, black humor, black death, strength, authority
- very formal, elegant, prestigious, black tie
- grief, perspective, depth, diminishes readability
- black suit, thinner art, photography, stand out, contrasts, aggressive

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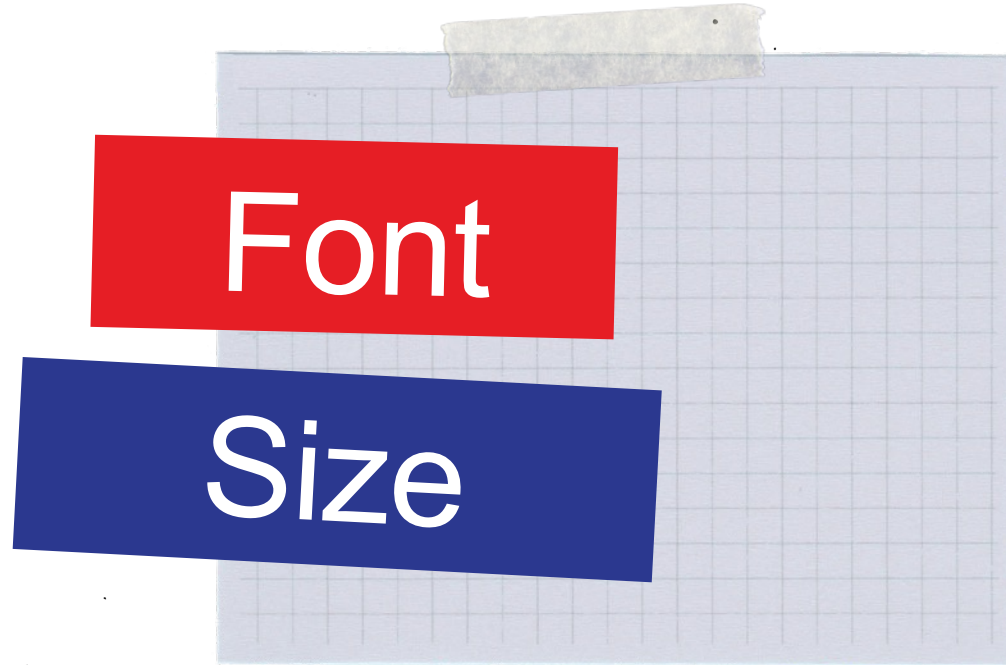
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# Look and feel: font



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# Look and feel: font

## Oswald Font

Open Sans Font

## Bevan Font

Oxygen Font

## Pacifico Font

Quicksans Font

## Fredoka Font

Raleway Font

## GRADUATE FONT

Dancing Script Font

## Flavors Font

Fresca Font

## Changa One Font

Alice Font

## Anton Font

Damion Font

## Londrina Solid Font

Fresca Font

## Alfa Slab Font

Bitter Font

## Audio Font

Nixie One Font

## Chewy Font

Gudea Font

## Great Vibes Font

Raleway Font

## BANGERS FONT

Cuprum Font

## PERMANENT MARKER

Metrophobic Font

## Lilita Font

Arvo Font

## WALTER FONT

Ubuntu Font

## Sanctuary Font

Goudy Bookletter Font

## Allerta Font

Courier New Font

## Knewave Font

Yanone Kaffeesatz Font

## Viga Font

Oxygen Font

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# Look and feel: font

## 1 – Futura Bold & Souvenir

### Futura

Lorem ipsum dolor sit amet, nemore scripta vel no. Dolorem reformidans philosophia eum ad, ex mei habeo mazim. Nulla mollis audire no has, no tincidunt constituam has, at malis maiestatis pro. Prima accusata nec ad, ullum periculis no nec. Melius utamur mediocritatem in cum, ea salutandi mnesarchum usu. Usu posse dictas facilisi ne, mei ea integre facilisi.

Ad diam singulis cum. Est an harum commune. Postea offendit delicata vel at. Sea te admodum intellegat. Vim doming gloriatur et, pro illud vivendum id.

## 2 – Rockwell Bold & Bembo

### Rockwell

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# Look and feel: font

## 3 – Helvetica Neue & Garamond

### Helvetica

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Ad diam singulis cum. Est an harum commune. Postea offendit delicata vel at. Sea te admodum intellegat. Vim doming gloriatur et, pro illud vivendum id.

## 4 – Super Grotesk & Minion Pro

### Super Grotesk

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# Look and feel: font

## 5 – Montserrat & Courier New

### Montserrat

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## 6 – Playfair Display & Source Sans Pro

### Playfair Display

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# Look and feel: font

## 7 – Amatic SC & Josefin Sans

### AMATIC SC

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## – Century Gothic & PT Serif

### Century Gothic

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# Look and feel: font

## 9 – Raleway & Lusitana

### Raleway

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## 10 – Source Sans Pro & Times New Roman

### Source Sans Pro

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# Platform

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# Build - Platform

WordPress

Wix

Squarespace

GoDaddy

Shopify – best for selling



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# maintain

## Keep recent & update

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# Maintenance



look  
after

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# Thank You

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