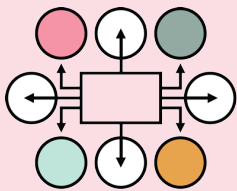


LAUNCH PARTY

# The Ultimate Website Planner

Launch Party's 4-Week Website System



LAUNCHPARTY.LIVE

## The Ultimate Website Planner

Hi friend! Thanks for downloading this website planner. I'm so excited to share the Launch Party system with you.

I've developed this framework after 10 years as a "traditional" web designer. That means I usually spent on average 6-9 months on a new website project. The end results were fantastic, but (to quote Carrie Bradshaw), I couldn't help but wonder... if I could do it faster. A lot faster. And without sacrificing quality or the results my clients raved about.

So I started to plan, just as you may be about to embark on, and I came up with the Launch Party system.

### Launch Party is a Smart System for a Standout New Website.

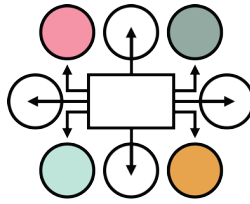
Because building your website doesn't have to suck.

I'm Shelley Easter, the owner and designer behind Launch Party.

I earned my design chops working in the magazine world. I built my first website 10 years ago. And yet launching a new one still makes me giddy!

A fantastic website is that exciting. Read on to start planning your launch.





## Week 1: Strategy

### What's your website for?

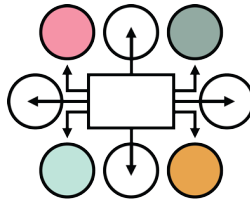
There are lots of good reasons you may want a new website. The most effective websites have their purpose clearly defined. We need to boil your new site down to one primary purpose. This main goal of your website will factor into every decision and component of your site. Let's define yours here:

(examples: sell 50 products a month, get 10 leads a week, book 3 clients a month. Get specific on numbers.)

### What steps do people need to take to make this happen?

Map out a journey that your potential client/lead/sale may make.

(example: she finds me on Instagram, she sees an interesting post, she clicks my bio link, she reads my blog post, she signs up for my newsletter, she receives my welcome sequence, she schedules a call. This example requires social media marketing, blogging, and a website that has a prominent and enticing email marketing sign-up form.)



## Week 1: Strategy, continued

What pages do you need to make this happen?

Home, About, Contact are typically essential. For service providers, consider a services page, blog, case studies. For shops consider FAQ's, guides, wholesale info.

Often overlooked pages:

Instagram landing page, email newsletter landing page, custom thank-you page, legal pages (terms of service, privacy policy).

What services/integrations will help you reach your main goal?

Email marketing list, SEO plugins, Google Analytics, online scheduler, Facebook pixel, social sharing.



## Week 2: Design

See what's working for you.

Begin noticing what you like about websites you visit, and what you don't. Try to put yourself in the shoes of your target audience as you do this. Notice anything you love or hate popping up again and again? Write it down here:

Collect your inspiration.

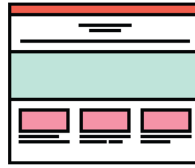
Create a secret Pinterest and pin to your heart's content. It doesn't have to be just websites. After you've pinned for a couple of days, comb through and narrow down to your absolute favorites.

Create your design.

Consistency is your best friend. Create a color palette of 5 or less colors with at least 2 neutrals for balance. Choose 1 or 2 fonts you'll use on your website. Choose a headline font and a body (paragraph) font. You can use [google.com/fonts](http://google.com/fonts) to explore combinations.

Find photography/graphics.

If you're getting professional headshots, show your photographer your Pinterest board and the design you've created. If you're using stock photos, try to keep photos consistent. All of your elements should look like they belong together.



## Week 3: Building

### What you need:

- A domain name
- Hosting (if you're using Wordpress)
- or a Shopify or Squarespace account
- Email address
- Your planned pages
- Accounts with the services you want to use (like Mailerlite, Acuity scheduling, etc)
- Your website copy
- Your design plan (colors, fonts and photography/graphics)

### Start building!

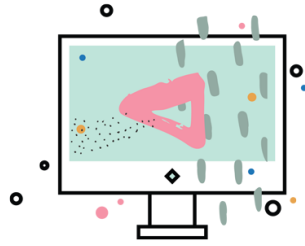
The first page I recommend you build is a "coming soon" page. You'll need your logo, a concise blurb and a sign-up form. Install Google Analytics ASAP so you can start tracking your progress before your new site even launches.

### Trial and error

A big part of building websites is trial and error, and learning to keep going when you hit a snag. Don't expect for it all to line up perfectly on your first try. Expect to test and re-test to make sure things are working.

### Don't forget

- Check your site on other devices
- Fill out your contact form and make sure you receive the message
- Sign up for your own mailing list
- Click every single link



## Week 4: Launch Party

### The fun part!

Even the best website isn't going to serve your business if people don't know about it. So as you're planning, designing, and building, keep in mind that you will need to tell people about this new site. That's all marketing is!

A single Instagram or Facebook post about your new website might get an initial rush of visitors, but you need a sustainable plan to keep people coming back.

This isn't a one-size-fits all, and you can be creative and have fun with this for your business. Here are some ideas:

### Content marketing

- Scheduled blogging, videos or podcasting
- Give a behind-the-scenes tour of what you've been working on and why

### Email marketing

- Increase your opt-ins by launching a new email freebie/enticement
- Give your list some takeaways that you've learned during your website building process

### Social media

- Tease your launch at least a week in advance. Tell your followers something new and exciting is coming!
- Go live or do an IGTV tour of your new site (or a Youtube or Facebook live)
- Pin up a storm on Pinterest, and make sure to lead to your email opt-ins.

Want more website help?

Go to [LAUNCHPARTY.LIVE](https://LAUNCHPARTY.LIVE) to work with me  
one-on-one.

[GO TO WEBSITE](https://LAUNCHPARTY.LIVE)