THE ULTIMATE
Website Roadmap

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Working on your website? Feeling a little overwhelmed? No fear - this roadmap will help!

Often I see business owners going about creating their websites in the wrong order, or missing steps. This just leads to you having to go back and redo things, things taking longer than they need to, and in the end, a website that doesn't connect with your visitors - which means less leads and clients for you.

Instead, when you follow the sequence of steps I've laid out in this guide, you'll be able to pull your thoughts and resources together in a logical order, so the finished product is set up to make you more sales. Plus, you'll keep your sanity in the process!

Ready? Let's go!

Whitney

Step 1: Niche & Ideal Client Clarity

Niche

Before you do anything, you need to be clear on your niche.

What's a niche anyway? A niche is a specific area of focus that a business chooses to target. I help wellness pros create websites to grow their businesses. Whole Foods sells natural and organic foods to health-conscious consumers who value transparency and sustainability.

Why is having a niche important? A niche helps you as a business owner to better understand your customers' needs, stand out from competitors, and more effectively market. By focusing on a niche, you can become an expert in that area and create loyal clients and customers.

Can you niche down too much? Yes - and you can pick a niche that's too broad. This is where you need to give some thought to the size of the market you're trying to reach. If you niche down to small, there may not be enough reachable people in your audience to market too. Conversely, if you go too broad, it will be hard to differentiate from competitors and form strong connections with your audience.

If you'd like more guidance on picking your niche, check my Niche & Serve Guide here.

For a quick exercise to select your niche, answer the following questions:

1. Who do I want to help?
2. What do I want to help them with?
3. How do I want to help them?

The answers to these questions can form the basis of your niche.

Step 1: Niche & Ideal Client Clarity

Ideal Client

Next, you want to get clear on the specific type of person you are trying to target with your business and website. While your niche helps you narrow down how your business is positioned within the marketplace, your ideal client avatar (ICA) helps you determine the specific customer your business will serve.

The more clarity we have here, the easier your marketing and other website set up steps will be.

Answer the below to begin getting clear on your ICA:

Who do you serve? Describe your ideal customer in as much detail as possible, including age, gender, other demographics, as well as the problems they have, their goals, their fears, and what they're currently trying or have tried in the past to solve their problem(s).

Tip: Think about a specific person you've helped, or would want to help and describe them in as much detail as you can. Keep in mind that your ICA will evolve over time. It's OK if you don't have all the answers yet - keep coming back to this as you interact with your customers, and add new details or remove things that turn out not to be true for your ICA.

Once you feel you have enough detail here, you can move onto branding!

Step 2: Branding

Next we have the branding step - this is our brand positioning - what kind of company are we, how do we interact with our customers - casual, professional, what are our values? This then allows us to define the visual brand - colors, fonts, imagery, logos.

We want a strong brand that is created both to align with our own values, and one that's going to appeal to our ICA - so they feel like they want to know us - trust us - and feel drawn to us and our brand. Having that premium look and feel can allow you to charge the rates you want, and more easily sell.

If you'd like help with this step, I recommend that you download my Branding Workbook.

...Or go a step further and enroll in my $100k Brand Formula Course by going here.
Get it for just $27 when you use coupon code MASTERCLASS27 at checkout.

Step 3: Services

Before we create our website, we also need to have all of our services clearly defined. Whether you have 1 service or 3+, you should be able to describe each one and begin thinking about how people buy each one (discovery calls, application, instant purchase, something else?).

This is also the time to think about how you want to lay these services out on your website. Will you have a page for each? What order will they be in? How will you display them on your home page? Services page(s)? What other pages do you need on your site to support your sales process (like a booking page)?

So, in addition to defining your services here, you are also creating your overall website strategy.

If you'd like help mapping out your services, check out my Service Mapping Workbook.

Step 4: Copywriting

Now that we know what kind of brand personality we aspire to have, who our website is for, and what services we want to sell through our website, it's time to begin writing the copy for each page of our website. This is also where that website strategy comes into play - you'll need to know what pages you want on your site and how people will move between them, so it's seamless and easy for visitors to navigate through.

If you can get a copywriting template to help you organize your thoughts, that's what I recommend (rather than starting from a blank sheet of paper). This Website Content Planner can provide a basic foundation, though we offer more in-depth templates within our website course, The Wellness Pro Website System.

It's not just WHAT you write - it's HOW you say it. We don't want to be using vague, cliched words here - we want to actually be talking like a real person, using the phrases and words our own customers use to describe their goals, pains, things they've tried, and aspirations.

A few ways to get this "voice of customer" research include:

1. Speaking to a few past customers or ICA's and asking them to describe their goals, frustrations, etc.
2. Looking in online forums where your ICA hangs out and seeing how they describe these topics
3. Reviewing past communications with customers (i.e. what their wrote on their intake forms, in emails, etc.) and looking for themes and common terms

Step 4: Copywriting

Remember: Your customers are looking for themselves in your copy.

Once they see that you “get them” by using the words they use, they’ll be more likely to keep reading and be open to what you’re offering.

This is also another situation where you will continue to learn and refine your copy as time goes on. If you don’t have it all perfect (what’s perfect anyway?!), just write something now, and revisit it 4-6 months after you’ve had more customer interactions, to see if you need to change up any wording.

And of course, no copywriting discussion would be complete these days without mentioning the use of AI copywriting tools like ChatGPT. While the original ideas need to come from you, these AI tools can help you write your copy faster, and help remove overly complex terms, change the tone, and so much more. So I encourage you to play around with them once you have some draft ideas on paper!

Step 5: Sales Process

Now is the time to set up the systems behind your sales process. If you're planning to offer a discovery call for interested clients, set that software up now so it can be integrated into your website. It's also a good idea to think about the full process a customer will go through - for the discovery call, do you want them to answer some questions first? On the call, will you offer to have them sign up for a service on the spot, or will you email them links? How will you follow up after the call? How can any of these steps be automated by the software you pick?

It's a good idea to set up a scalable sales process right from the beginning, so once things start picking up, you won't be spending hours on admin work, or having leads slip through the cracks.

Common software used by entrepreneurs in the health and wellness space for this purpose include PracticeBetter, SimplePractice, Healthie, Kalix, and Nutrium (not an exhaustive list!).

If you're planning to sell meal plans or affiliate links for third party vendors (such as FullScript), get all of that set up now and gather whatever links or codes you need for connecting it to your website (so you're organized with everything you need before you actually begin creating your site - this will save you time and make sure nothing is forgotten!).

Step 6: Email Marketing

Next we want our email marketing platform selected and set up with our lead magnet. Common platforms include ConvertKit (the one I use), Mailchimp, ActiveCampaign, Flodesk, AWeber, to name a few.

Each platform is slightly different in how you go about setting it all up, but in general you will need:

1. To set up a central email list/audience where all of your subscribers will be added
2. A landing page for people to opt-in to get your lead magnet. In some platforms you can opt to make this a pop-up or embeddable form that you would then add to your website. However, I find the easiest way to do this is to create a simple landing page in your email marketing platform with the opt-in form (collecting people's names and email addresses), and then you will put the link to that page on your website.
3. An automated email that will send the lead magnet to anyone who opts-in from your landing page.

You may also want to create a 3-5 email "welcome sequence" that welcomes new subscribers to your email list, shares more about you, provides more value, and tells them how you can help/what you offer (but you don't need this in order to launch your lead magnet or website).

And make sure you nurture your email list by sending out some emails every month that contain tips, resources, ideas, and information from you, so your subscribers continue to have a reason to stay subscribed to your list, and continue to get to know you and your business better.

If you're struggling with what kind of lead magnet to create (we want it to be something our customers actually want to download!), check out my 7 High-Converting Lead Magnets guide.

Step 7: Platform Selection

This is an easy one - WordPress!

While there are plenty of website platforms out there - Wix, Squarespace, Showit, Weebly - WordPress always wins when it comes to SEO and flexibility. If you're intimidated by WordPress, don't worry - our website program, The Wellness Pro Website System, removes the confusion and makes WordPress easy. You get a beautiful, one-of-a-kind WordPress website in just 8 weeks, and our help and support after you launch.

Step 8: Design & Customize

Here's where it all comes together! You'll select a website template design that you feel matches your brand, business, and service structure and customize it with your copy, sales process, lead magnet, and branding. Plus, you'll add photos that align with your brand and that will appeal to your customers.

If this step feels overwhelming, fear not! We offer a variety of gorgeous website designs within our program The Wellness Pro Website System. These layouts are specifically created for nutrition businesses, and designed to display your services and business in a way that actually gets you more clients and conversions from your website. Check them all out here.

Step 9: Optimization for Search Engines

This critical step is often overlooked by business owners. While WordPress is best for SEO, you have to make sure your site is optimized correctly in order to reap the rewards of having your site rank higher in Google.

Think of SEO as the behind-the-scenes feature that helps your site jump to the top of search results. You know, like being the coolest kid at the search engine party. And let's be honest, who doesn't want to be the cool kid?

In the world of the web, search engines are like the ultimate matchmakers. They introduce your website to people looking for exactly what you offer.

But matchmakers need to know some details about us before they work their magic - and the same goes for search engines. When we optimize our websites for search engines, we're giving them the info that will match our site with the people searching for our services and content. When we do this correctly, more people see our site.

And guess what? The more eyes on your site, the more chances you have to dazzle your target audience and turn them into your biggest fans.

The first step in SEO is identifying the key terms (keywords) you want to optimize your site for.

For your website pages, you want to focus on terms that describe what you do, your specialties, your location (if you serve a specific geographic area), and generally are the words your customers would be typing into Google if they were looking for the type of business you are/services you offer. Find one unique key phrase per page on your website.

- An example is "eating disorder recovery counselor"
- Tip: When doing keyword research for your pages, you may find there is a lot of competition for your terms. That's to be expected, and it's OK.

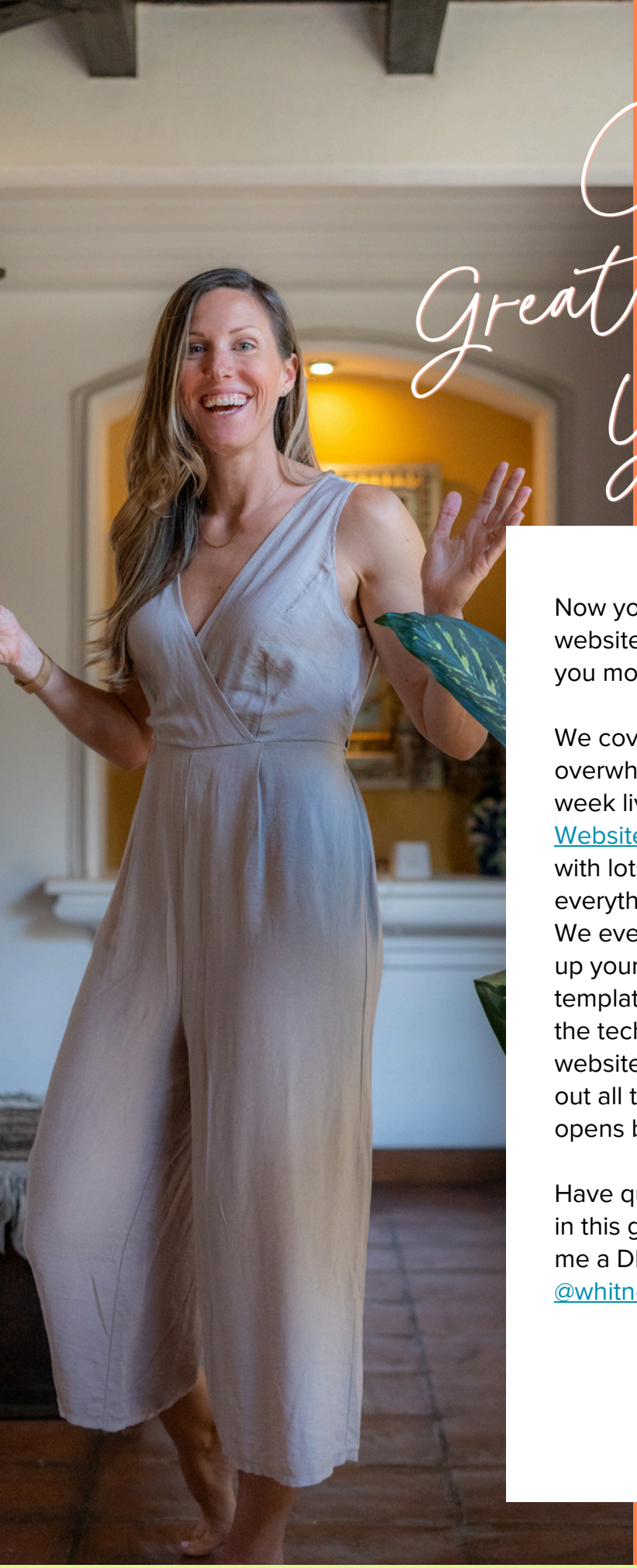
Step 9: Optimization for Search Engines

Then we want to be publishing content regularly on our website (in the form of blog posts), that answer the questions our customers are searching for in Google.

From a keyword research perspective, you want to focus more on topics and questions that are relevant to your customers. These are also things they are searching for in Google, but are more specific to the different problems and goals your customers have. As you plan to write blogs, do keyword research first to determine what to write about.

- An example is "how to help teen with eating disorder" and writing a blog about that topic.
- Tip: For blog posts, your keyword research should look for terms that have good search volume (the actual # will vary based on your niche), aren't too competitive (you have a good chance of appearing on the first page of Google for the key phrase), and are relevant to your audience.

Then you want to optimize your pages and blogs for the keywords you researched. For more guidance on this, download my SEO Checklist for WordPress Websites.



Congrats! Great Job! Bravo! You Rock!

Now you know how to launch a beautiful, strategic website to the world - one that's designed to bring you more traffic and get you more clients and sales.

We covered a lot - and I know it can feel overwhelming. Luckily, I have just the thing - our 8-week live group program, The Wellness Pro Website System. We walk you through each step, with lots of templates and worksheets to make everything much easier and faster to implement. We even do some of the work for you - like setting up your WordPress and installing our gorgeous templates for you, so you don't have to get lost in the tech. It's everything you need to create a website that WOWS and gets you clients. Check out all the details and find out when our next cohort opens by clicking here.

Have questions about our course or what I covered in this guide? My virtual door is always open! Send me a DM on Instagram and let's chat - I'm at @whitneybateson.

Whitney