



MINI-GUIDE TO KICKSTART YOUR WEBSITE

WORKSHEETS AND CHECKLISTS TO SET-UP
YOUR ONLINE SPACE FOR SUCCESS

BY SIRI THE AGENCY



HELLO! I'M SIRI

Thank you for downloading this handy mini-guide! I hope it can help you make the web creation process fun and easy.

Digital marketing has been my jam for the past decade. I started my first social media agency in The Netherlands after graduating uni at the age of 20.

But then I met my now-husband Harlan, a graphic designer from Melbourne. That's when I packed up all my belongings and moved halfway across the world for love.

After arriving in Melbourne, I've worked in a few in-house positions, but I was itching to be my own boss again. That's when my husband Harlan and I took the plunge and started Siri The Agency.

Together we have been helping all kinds of businesses in 8 different countries since 2018, operating from our home in the Dandenong Ranges, east of Melbourne.

I love what we do and will never stop helping others and sharing our knowledge.

xx *Siri*

LAUNCH YOUR WEBSITE WITH OUR MINI-GUIDE

You might have some fantastic ideas for your new business, or simply need a website to add some info pages to show to your potential customer.

It might seem overwhelming, right? Navigating the technical lingo, and not knowing what you are getting yourself into.

Don't fear, Siri is here!

Spend less time worrying about your website and more time on building your business.

Start ticking off the items from this list so your website's framework is ready, and you can hand over your prep work to a professional like myself. Or you can start tinkering away on your own website. How exciting!

You'll achieve a great end result and you can be proud of your new baby.

LET'S DIVE IN...

THE PLANNING PHASE

Your business is coming off the ground so now it's time to start envisioning your website look. Start researching and find websites you love. During the planning phase, you'll write down as much information about your website's content.

WHAT AM I TRYING TO ACCOMPLISH WITH MY WEBSITE?

WHO IS MY TARGET AUDIENCE? CREATE A FEW PERSONAS.

WHAT MESSAGE DO I WANT TO GIVE TO MY VISITOR?

WHAT ACTION DO I WANT MY VISITOR TO TAKE?

THE PREP PHASE

01

CREATE YOUR MOOD BOARD

A mood board envisions how your brand should look and how to attract your client. Pinterest is a great tool for this or save screenshots on your phone/pc. You can also go old skool and pin it on a board in your office! Create a colour palette via colors.co if you don't have any branding yet.

CLAIM YOUR DOMAIN

This is the www.yourname.com URL; your web address. Choose a simple domain that people can remember, preferably your business name. You can check domain availability [here](#). Buy yours ASAP via your hosting provider or via companies such as [Namecheap](#).

02

SORT YOUR HOSTING

You need a place to host your website, just like you need a block of land to build your house. If you use Shopify, Squarespace or Wix then hosting is included. If you want a WordPress website, we offer dedicated, secure and cheap hosting ourselves! Avoid companies such as GoDaddy & Hostgator as they impact your site speed and therefore your SEO.

03

FIND A LAYOUT

The cheapest and easiest way to build a website is to purchase a pre-built theme. This is a layout designed with speed, functionalities and capabilities in mind. Pick one that will match your personality and business goals. You can browse through some [Wordpress theme templates here](#) and [Shopify themes here](#).

04

THE KEY MESSAGES

You know your business best: your vision, mission, and the goals you are trying to accomplish with your online presence. But does your customer know this? Creating key messages will help put the pieces together and help to get your website to convert.

YOUR WEBSITE NEEDS TO SHOW EXACTLY WHAT IT OFFERS WITHIN 3 SECONDS. WRITE A SHORT & SIMPLE HEADLINE SO IT'S CLEAR WHAT YOU DO/OFFER/SELL.

SUB-HEADLINE: WHAT'S THE PAIN POINT FOR YOUR TARGET AUDIENCE? MENTION IT AND SOLVE IT IN 1-2 SENTENCES.

2-3 CALL TO ACTIONS: LET YOUR VISITOR DIVE DEEPER INTO YOUR WEBSITE AND LET THEM NAVIGATE TOWARDS YOUR END GOAL.

BENEFITS AND UNIQUE VALUE PROPOSITION: WHY SHOULD A CUSTOMER CHOOSE YOU? WHAT MAKES YOU DIFFERENT?

SPRUCE IT UP

Let's start to tie in everything and make your website come to life. Tick off the checkboxes below to make sure you have the main content ready to create a visually appealing and converting website.

IMAGERY

Pictures say a thousand words. Use images that capture emotions and let people take action on your offer. You can browse royalty-free images [here](#) and [here](#) or purchase premium images [here](#).

SOCIAL PROOF

Show your visitor that picking your business is the right choice. Adding testimonials and reviews is a great way to show credibility and gain trust.

SITE MAP

Start writing down which pages you need and how you want to structure your website. You can Google a few great site map templates.

OFFER

The quickest way to generate leads and sales is to offer something valuable, such as a discount, ebook or sample, in return for an email address. Email marketing is an amazing tool, but more on that in a different guide!

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ABOUT US PAGE

When someone discovers your business, you want to stand out from your competition. Leave a great impression and give visitors a glimpse into who you are as a person or business (or both). The About Us page is one of the most important pages on your website because it is often used as a deciding factor to convince your visitor to convert.

INTRODUCE THE OWNER

Open up and tell a story. Don't forget to include a photo of yourself or your team so visitors can begin to visualise working with you.

TALK TO YOUR AUDIENCE

Explain what makes your business special. Keep it short and light, but in the right tone of voice to speak to your audience. It's ok to sound corporate or add a bit of humour, if that is you.

TESTIMONIALS

Who better to tell your audience what it's like to work with you than your previous customers. This helps to keep it real and engaging.

MAKE IT PERSONAL

Give visitors some information they can relate to, such as info about your family, background, or education.

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HOT TIPS

#1: ARE YOU JUST LAUNCHING AND DON'T YOU HAVE ANY CUSTOMERS YET? REACH OUT TO A FEW PEOPLE ON SOCIAL MEDIA OR IN YOUR FRIEND GROUP TO SEE IF THEY WANT A FREEBIE IN RETURN FOR A REVIEW. TRUST ME, IT'S WORTH IT.

#2: ARE YOU EXPERIENCING SYMPTOMS OF A WRITER'S BLOCK? THEN NEVER UNDERESTIMATE THE POWER OF AN INCREDIBLE COPYWRITER. HIRING A PRO TO OUTSOURCE THIS TASK TO CAN REALLY MAKE A BIG DIFFERENCE.

ASK US FOR HELP

PRODUCTS AND SERVICES

These pages are usually one of the most viewed pages on your website. Dedicate time and love into the right layout and content as this is a critical opportunity to convert a visitor into a customer. Let's work on presenting your products and/or services in a way that connects with your ideal customer.

YOUR OFFER

This is where your sitemap comes in handy. Try to create a separate page for each service and product. Highlight benefits, features, and bullet points for an easy read.

IDENTIFY PAIN POINTS

Address your ideal customer's problems or pain points and how your product/service can solve them. This translates into a persuasive pitch that will relate to how your product/service is the solution they need.

REVIEWS

Yep, here we go again. We need to build a reputation, especially on these important pages. Give your lead insights into real-world examples so all that you are claiming is going to be true.

HEADLINE & TITLE

Give the visitor a reason to stay. You will need to immediately demonstrate how you are going to solve their problem and attract them to read your page.

TRANSPARENT PRICING

Although this is a personal choice, potential customers might leave a website if they can't find any info on pricing. You can mention a fixed price, a price range, or a starting price point. This will also help you avoid wasting time with people who cannot afford you.

CALL-TO-ACTION

Provide information for your prospective customer on how to proceed if they want more information, want to work with you, or want to buy a product. Create clear buttons for them to navigate and take action.

CONTACT

Your website should be Contact Centre galore. Even if you are setting up an e-commerce store, it is very important to have contact info on your website as people will have various reasons to need to get in touch with you. We recommend to add a contact option in the top menu, footer, and perhaps a form or phone number on other pages.

ADD MULTIPLE OPTIONS

Offer multiple contact options, such as a form linked to your email, phone number, chat, WhatsApp link, or a third-party scheduler such as [Calend.ly](#).

INCLUDE CONTACT INFO

Add a phone number so visitors can quickly find the right information and can get in touch with you. We recommend skipping the email, as spammers might be crawling for this.

KEEP IT SHORT

A form linked to your email is usually best to put on your Contact Page or are the bottom of your other pages. Keep it short with just a few fields though, as you don't want to put too many barriers and want to remain accessible and approachable.

ADD YOUR SOCIALS

List your social media profiles and pages so people can find more info about you here. Make sure to monitor your profiles regularly, as someone might leave a comment or send you a message here.

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CONSIDER CREATING THESE OTHER PAGES

The next and final step would be to take your visitor on a journey. The more info you provide, the better. Not just to inform them, but also for your SEO (Search Engine Optimisation). The more pages = lots of keywords present = a more prominent position in Google!

FREQUENTLY ASKED QUESTIONS

Help your visitor answering common questions. Google also ranks websites that answer frequently asked questions, so it's another great way to send traffic to your site.

PORTFOLIO OR GALLERY

If you have creative content to showcase, do it here.

RESOURCE LIBRARY

This is where you can add any tutorials, workbooks, podcasts, instructions, manuals, guides, and more.

TESTIMONIALS OR REVIEWS

Why not dedicate a whole page to it, as you should be proud of your social proof!

BLOG

Try updating your website with a blog every fortnight (Google will love you). Share your knowledge and info whilst using keywords to drive traffic to your website.

MEDIA

If you have great video content we suggest to add it here.

PRIVACY POLICY & TERMS OF SERVICE

This is a must when you are collecting email addresses for marketing purposes. You can find standard templates or get them written up by a lawyer. [Take this online quiz](#) to see which legals you would require for your website.

DON'T FORGET THESE ADD-ONS

Take your website to the next level with the add-ons and integrations below. Trust me, this can make your life much easier!

EMAIL MARKETING

[Mailerlite](#) is our favourite, but others are MailChimp, [Klaviyo](#), Flodesk and Active Campaign.

LEAD MAGNET

Think about offering a freebie and start creating one, such as a workbook, samples, mini-course, recipes, tutorials...

COPYWRITER

Leave it up to the professionals to write enchanting copy that persuades your visitor to take action. [Click here to check out our favourite copywriter.](#)

PHOTOGRAPHER

High res images really make a difference for both [products](#) and services. Lock in a ([personal branding](#)) shoot stat! For stock images, we recommend [Pexels](#) or [iStock](#).

SEO SPECIALIST

An expert who can create magic with keywords is a worthwhile investment so your website ranks high in search engines.

GOOGLE

Claim your [Google My Business](#) and set up your Analytics account. You can also dab into Google Ads (we recommend working with professionals like us though).

LEGALS

We highly recommend [working with a lawyer](#) to check off all the legal fun stuff that comes with launching a website.

CYBER LIABILITY INSURANCE

Safeguard your business against online risks with this protection against cyber-attacks, such as computer hacking, ransomware or data theft. You can get a quote via [BizCover](#) (and if you wish to mention my name, Siri Buskes, I will get a little referral bonus).



HOT TIP

ARE YOU SETTING UP AN E-COMMERCE STORE OR DOES YOUR WEBSITE NEED TO PROCESS ONLINE TRANSACTIONS (E.G. TO SECURE BOOKINGS)?

THEN DON'T FORGET TO START SETTING UP YOUR PAYMENT GATEWAYS!

OPEN A BANK ACCOUNT FOR YOUR BUSINESS (WE LIKE NAB BECAUSE THEY ARE FREE) AND CREATE A PAYPAL ACCOUNT. LINK PAYPAL TO YOUR BANK ACCOUNT. THIS WHOLE PROCESS WILL TAKE A FEW WEEKS.

YOU COULD ALSO CONSIDER APPLYING FOR AFTERPAY. THIS OPTION TENDS TO REALLY HELP INCREASE SALES AND TO UPSELL YOUR PRODUCTS.

NOTES

On this page, you can write down all your dreams. What do you really envision for your website? Did you come across some great examples or templates? Write them down below.

NOTES AND INSPIRATION



READY TO LAUNCH!

I hope you enjoyed this mini-guide. Hopefully you'll feel more confident and organised to launch your website

What do do next?

If you need help with making it all come together, you can get in touch with me. I will take care of designing, building and launching a website for you. I love making working together fun, hence when you choose to work with me, you'll come to the realisation that the web development process is simple and enjoyable too.

GET IN TOUCH

[WEBSITE PACKAGES](#)

[CONTACT ME](#)

[INSTAGRAM](#)

[FACEBOOK](#)

WANT TO WORK WITH ME? HERE IS \$100 OFF ALL MY WEB PACKAGES!



 **shopify** partner



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BE-X.CO



"This was a wonderful experience and Siri and her team did an amazing job of translating my website into a visible representation of my brand. Siri really went above and beyond at all moments and delivered exceptional service. I recommend her highly!"

I'd be honoured to work with you and making your vision come to life.
Claim your discount by contacting me and mention this offer.

I'll be looking forward to meeting you and discussing your big plans!

[CONTACT ME](#)