FolarraStudio

Website Planner

plan · build · launch

PRINTABLE · PAGES, CONTENT & LAUNCH

This Planner Belongs To

for small business owners building a website

NAME _____

BRAND / CHANNEL _____

WEBSITE _____

NICHE _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Website goals and Site map pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Set the goals, map the pages, then plan content for each page before you build.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

My creative word for this year

Why I am building this

Contents

tap a title in the digital planner to jump to it

Website goals 4

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Website Goals

what the site must do

Main goal

Who visits

What they need

Action they take

Site Map

main pages and sub pages

1 ☐
Home

2 ☐
About

3 ☐
Services / shop

4 ☐
Page

5 ☐
Page

6 ☐
Page

7 ☐
Blog

8 ☐
Contact

9 ☐
Legal

Page Planner

one page per sheet

PAGE

GOAL

KEYWORD

CALL TO ACTION

Headline

Sections

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
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- [ ]
- [ ]
- [ ]
- [ ]

Images

Copy notes

Brand Basics

look and feel

Colors

Fonts

Logo files

Photo style

Content Checklist

ready to build

PAGE	COPY	IMAGES	SEO	BUILT	CHECKED
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Accounts & Tools

no passwords, hints only

TOOL	USE	LOGIN HINT	RENEWS	COST

Launch Checklist

before going live

Test

- [ ] Mobile view
- [ ] Forms
- [ ] Links
- [ ] Speed

SEO

- [ ] Titles
- [ ] Descriptions
- [ ] Analytics

Launch

- [ ] Announce
- [ ] Email list
- [ ] Social

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this planner makes everyday life a little calmer and more organized. If you enjoy it, tell a friend about folarrastudio.com.

Terms of use

- For personal use. You may print as many copies as you need for yourself and your family.
- Please do not resell or upload the files elsewhere. To share, send the link to folarrastudio.com.
- Colors may look slightly different on screen and on paper.
- Questions or ideas? Write to me through folarrastudio.com, I am happy to help.

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