

# WEB

## STRATEGIC THINKER

# INTRODUCTION

**T**his guide is designed to help you, as a wellness professional (e.g., coach, therapist, psychologist, naturopath, teacher, or alternative healer), think through all the essential aspects needed to create a website that is authentic, professional, and aligned with your goals. By working through it, you'll have the chance to consider important questions that may not have crossed your mind as a non-expert, but are crucial for your online presence.

While completing this booklet doesn't replace a personal consultation – which is essential for precise planning and creating a tailored quote – it will help you thoroughly prepare for discussions with your web developer.



THEREFORE, PLEASE TAKE YOUR TIME TO FILL IT OUT! DON'T RUSH, DON'T HURRY! TAKE A NIGHT TO THINK OVER YOUR ANSWERS BEFORE EXPLAINING EACH TOPIC!

**I INVITE YOU TO SOME DEEP REFLECTION TO SEE THE ASPECTS RELATED TO YOUR BUSINESS AS CLEARLY AS POSSIBLE.**



## HOW TO USE THE STRATEGIC THINKER

Since the booklet can be filled out online with a PDF reader (e.g., Acrobat Reader), it's better to use a laptop or desktop computer rather than a phone. Fill out only the topics and pages you find relevant. Leave the rest blank! Follow these three points when filling it out.

### SLOW DOWN!

1

Spend enough time and attention on each page and topic group! Focus on this one thing while filling it out! If it's more comfortable, work on one chapter at a time!

2

Examine the answer behind the first answer. You may uncover connections you hadn't thought of before. It's okay if you're uncertain about some points; in that case, gather your questions!

3

### WRITE IT DOWN!

Words and thoughts easily vanish if not written down. That's why I ask you not to just look at the questions on your phone and answer them in your head. Instead, sit down, gather, and write down your answers and questions!

# INSTRUCTIONS IN BRIEF



# THE BUSINESS

2

## HISTORY OF YOUR BUSINESS

Answer the questions on the right or tell freely as you like!



1

## BASIC INFORMATION

BUSINESS NAME

MAIN PROFILE OF YOUR BUSINESS

in one sentence

SUPPLEMENTARY ACTIVITIES

CHOSEN DOMAIN NAME

WHO ARE YOU?

WHAT DO YOU DO IN MORE DETAIL?

TELL US A LITTLE ABOUT HOW YOU FOUND YOUR CALLING!

WHAT IS YOUR MISSION?

WHAT ARE THE CORE VALUES THAT GUIDE YOUR WORK?

WHAT ARE YOU BEST AT?

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# TARGET AUDIENCE

1

## YOUR CURRENT CLIENTS

If you are just starting your business, skip this part!

AGE GROUP

GENDER / RATIOS

WHERE DO THEY LIVE?

In a big city? Countryside? Abroad?

HOW DID THEY FIND YOU?

WHAT CHALLENGES DO YOUR CURRENT CLIENTS FACE?

2

## IDEAL CLIENT DATA

It is important not to try to target everyone but to dream up and describe your truly ideal client!

AGE GROUP

GENDER / RATIOS

WHERE DO THEY LIVE?

In a big city? Countryside? Abroad?

WHAT IS THE MAIN AREA OF INTEREST?

KEY CHARACTERISTICS

3

## DESCRIPTION OF YOUR IDEAL CLIENT

Gather as many details as possible. What problems and needs do they have? How do they commit? How do they behave online? What content do they like? etc.



# THE PURPOSE

TO MAKE YOUR SITE EFFECTIVE, TRY TO BE AS SPECIFIC AS POSSIBLE WITH YOUR GOALS!

1

## THE PURPOSE OF THE SITE

**EXPLAIN EXACTLY WHAT THE PURPOSE OF YOUR NEW WEBSITE IS!**

Information dissemination? Education? Trust building? Acquiring emails? Achieving sales? Etc. Why is this website being created?

2

## MAIN MESSAGE

**WHAT IS THE MAIN MESSAGE YOU WANT TO CONVEY?**

3

## CALL-TO-ACTION

**WHAT IS THE PRIMARY ACTION YOU WANT THE VISITOR TO TAKE ON YOUR SITE?**

Sign up for your newsletter? Download something? Watch videos? Make a purchase? Book an appointment? What is the most important?



# CURRENT WEBSITE

SKIP THIS PAGE IF YOU DON'T HAVE A WEBSITE YET!

LINK TO YOUR CURRENT WEBSITE

https://

1

## ADVANTAGES

What works well on your current site? What do you like about it?

2

## DISADVANTAGES

What are the factors that definitely need improvement? What doesn't work?improvement?

3

## WHAT SHOULD REMAIN?

What should be kept and considered for the redesign? List everything that might be important!



# THAT YOU LIKE

FIND 1-3 EXAMPLE SITES THAT YOU LIKE AND GATHER WHAT YOU LIKE MOST ABOUT THEM!

1

## EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 1

https://

WHAT CAUGHT YOUR EYE ABOUT IT?

2

## EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 2

https://

WHAT CAUGHT YOUR EYE ABOUT IT?

3

## EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 3

https://

WHAT CAUGHT YOUR EYE ABOUT IT?





# THAT YOU LIKE

LET'S TALK ABOUT THE ATMOSPHERE !

1

## COLORS

WHAT COLOR SCHEME DID YOU ENVISION?

2

## MOODS

WHAT FEELINGS OR MOODS ARE CREATED WHEN SOMEONE  
CLICKS ON YOUR WEBSITE?

3

## SYMBOLS

WHAT MOTIFS, VISUAL ELEMENTS DO YOU LIKE?

4

## WHAT GRAPHIC ELEMENTS ARE ALREADY PREPARED?

List what is already available (e.g., logo, fonts, brand guidelines, color palette, etc.)

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# CHALLENGES

WHAT ARE THE BIGGEST CHALLENGES YOU FACE WITH YOUR ONLINE PRESENCE AND COMMUNICATION?

Think about and list the things that are difficult for you when it comes to your online presence, or where you feel the most resistance.

Here are a few questions you might want to consider:

How do you feel about writing content? What emotions come up when you think about showing yourself and truly being visible? What do you feel is too much or too little? What do you find difficult, impossible, or too far outside your comfort zone when it comes to your online presence?

1

## CHALLENGE

SUMMARIZE BRIEFLY!

2

## CHALLENGE

SUMMARIZE BRIEFLY!

4

## ADDITIONAL COMMENTS ON CHALLENGES

WRITE DOWN ANYTHING THAT COMES TO MIND ON THIS TOPIC!

3

## CHALLENGE

SUMMARIZE BRIEFLY!



# 1 MENU STRUCTURE

LIST THE MAIN AND SUBMENUS YOU WANT TO DISPLAY:

# STRUCTURE

THINK THROUGH THE MENU STRUCTURE OF YOUR WEBSITE

## 2 SECTIONS

WHAT SECTIONS WILL YOU NEED WITHIN THE PAGES?

(Partners? FAQ? Testimonials? Price list? etc.)

## 3 PAGES

HOW MANY PAGES WILL YOUR WEBSITE LIKELY CONSIST OF?



# FUNCTIONS & FEATURES

LET'S GATHER EVERYTHING YOUR WEBSITE NEEDS TO KNOW!

**A** modern site is responsive, i.e., mobile-friendly, includes mandatory elements, such as GDPR/Cookie notification, privacy page, terms and conditions for online stores, analytics, basic SEO, firewall.

WHAT ELSE DO YOU NEED? MARK WITH AN **X**!

## 1 BASICS

- ☐ BLOG
- ☐ GALLERY
- ☐ FORM
- ☐ VIDEO / AUDIO
- ☐ NEWSLETTER

## 2 EXTRAS

- ☐ WEBSHOP
- ☐ EVENT MANAGER
- ☐ APPOINTMENT BOOKING
- ☐ MEMBERSHIP MANAGEMENT
- ☐ ONLINE COURSE
- ☐

## 3 ADDITIONAL FEATURES

DID WE MISS SOMETHING? WRITE DOWN YOUR IDEA!



## QUESTIONS,

THAT AROSE DURING THE PROCESS:



# QUESTIONS

DIDN'T YOU MANAGE TO ANSWER EVERYTHING? NO PROBLEM!

## IF YOU ARE STUCK ON ANY TOPIC, OR NEED A QUOTE,

I am happy to help clarify any questions that arise in a free online consultation, after which I will be happy to provide a quote for the work!

**Get in touch with me as soon as possible, as I don't work with a high volume of clients and only take on 2 new clients each month.**

SEND ME THE FILLED OUT FORM TO:

**EDINA@EDINAGORA.EU**

AND I'LL GET BACK YOU SOON!

**EDINAGORA.EU**





**WISHING YOU A SUCCESSFUL  
AND BEAUTIFUL NEW WEBSITE!**

– EDINA GÓRA –