



KBCreativeNC

Website Planning

Where Creativity Meets Innovation

The strategy behind a website that
doesn't just look beautiful—it works
beautifully!

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Website Planning Guide

Plan a website that doesn't just look good, but that does the heavy lifting for your business.

Your website is often the first meaningful introduction someone has to your business.

Before they ever speak with you, send an email, book a call, or make a purchase, your website is already communicating.

It answers questions. Builds trust. Creates expectations. It tells your story and helps someone decide whether you're the right fit.

That's why great websites aren't simply designed; **They're well thought out and planned.**

Your website should work like a thoughtful member of your team—introducing your business, communicating your value, building confidence, answering questions, and guiding the right people toward the next step.

Use this guide to think through the strategy, messaging, storytelling, psychology, structure, experience, and content behind your website before you begin designing or rebuilding it.

01 — Start With the Purpose

Before choosing colors, fonts, photos, or layouts, ask:

What does my website need to accomplish?

Your website might be designed to:



- | | |
|--|--|
| ☐ Generate inquiries | ☐ Showcase your work |
| ☐ Book consultations | ☐ Grow your email list |
| ☐ Sell products | ☐ Support marketing efforts |
| ☐ Sell services | ☐ Provide information |
| ☐ Build credibility | ☐ Establish your expertise |
| ☐ Educate your audience | ☐ Connect you with potential partners |

My primary website goal:

The action I most want visitors to take:

Remember: Your website can have multiple goals, but it should have a clear primary purpose.

02 — Know Who You're Talking To

Your website isn't really about you. It's about the person visiting it.

Before writing your website copy, consider:

Who is your ideal visitor?

What are they looking for?

What problem are they trying to solve?



What might be frustrating them right now?

What questions are they likely to have?

What might prevent them from reaching out?

What would make them feel confident moving forward?

A strong website meets people where they are.

Don't make your visitor work too hard to understand you.

03 — Clarify Your Positioning

Before someone decides to work with you, they need to understand what makes you relevant to them.

Your website should make these things clear:

WHO

Who are you?

WHAT

What do you do?



WHO FOR

Who do you help?

WHY

Why does your work matter?

HOW

How do you help solve the problem?

DIFFERENCE

What makes your approach different?

NEXT STEP

What should someone do if they want to work with you?

If these answers aren't clear, your website will likely feel confusing—even if the design is beautiful.

04 — Your Website is a Story

A website isn't just a collection of information. It's a story!

Every story needs a beginning, a middle, and a next chapter.



Your visitor should be able to move through your website and understand:

Where they are.

What they're experiencing.

What they need.

How you can help.

Why they should trust you.

What happens next.

Think of your website as a conversation.

You wouldn't meet someone for the first time and immediately launch into every detail about yourself. You would introduce yourself.

Learn about them.

Listen to what they need.

Explain how you can help.

Build a connection and eventually decide whether it's a good fit.

Your website should do something similar.

Your story should move visitors from:

Awareness → Understanding → Connection → Trust → Confidence → Action

05 — Psychology is Part of the Design

Good website design isn't only about what looks beautiful.



It's also about how people think, feel, navigate, and make decisions.

Every choice communicates something.

A crowded page can create overwhelm.

Unclear navigation can create frustration.

Too many choices can create decision fatigue.

A strong visual hierarchy can create clarity.

Relevant photography can create connection.

Testimonials can reduce uncertainty.

Clear messaging can create confidence.

A well-placed call to action can make the next step feel easy.

Ask yourself:

What do I want someone to feel here?

What do I want them to understand?

What decision am I helping them make?

What might make them hesitate?

What information could reduce that hesitation?

What should they see, read, or experience next?



Remember:

Design is not decoration.

Every visual and structural decision should support the experience you want to create.

06 — Your Homepage is an Introduction

Think of your homepage as your digital introduction.

Imagine someone walks into a room and asks:

"So, what do you do?"

Your homepage should be able to answer.

Within the first few seconds, visitors should understand:

Who you are.

What you do.

Who you do it for.

Why it matters.

What they can do next.

Your homepage should answer:

- ☐ Who am I?
- ☐ What do I offer?
- ☐ Who is it for?
- ☐ What problem do I solve?



- ☐ What makes me different?
- ☐ Why should someone trust me?
- ☐ What should someone do next?

My homepage headline:

My supporting message:

My primary call to action:

07 — Think About the Journey

A website shouldn't feel like a collection of unrelated pages.

It should feel like a journey.

A visitor might arrive wondering:

"Can you help me?"

Then:

"Are you right for me?"

Then:

"Can I trust you?"

Then:

"What would working with you look like?"

Then:



"What questions do I still have?"

And finally:

"What do I do next?"

Your website should help answer each question naturally.

Consider your visitor's journey:

Discover → Understand → Trust → Explore → Decide → Act

Look at your website through that lens.

Where do you introduce yourself?

Where do you explain your offer?

Where do you demonstrate expertise?

Where do you build trust?

Where do you answer objections?

Where do you invite action?

08 — Your Website Should Help Close the Loop

A website doesn't have to aggressively "sell."

Your website should help someone make a decision.

Think about what happens when someone is considering working with you.

They may be asking themselves:

- ☐ Is this what I need?
- ☐ Is this person qualified?



- ☐ Do they understand my problem?
- ☐ Can I trust them?
- ☐ What will this cost?
- ☐ What will the process be like?
- ☐ What happens if I reach out?
- ☐ Will this actually be worth it?

Your website should anticipate those questions and thoughtfully answer them. That's what it means to **close the loop**.

The goal isn't to pressure someone into saying yes.

The goal is to give them enough clarity and confidence to make an informed decision.

Before someone reaches your contact page, ask:

- ☐ Have I explained what I do?
- ☐ Have I explained who I help?
- ☐ Have I explained the problem I solve?
- ☐ Have I shown how I solve it?
- ☐ Have I demonstrated experience or expertise?
- ☐ Have I provided proof?
- ☐ Have I answered common objections?
- ☐ Have I explained what happens next?
- ☐ Have I made the next step easy?

If the answer is yes, your website is doing more than displaying information.

It's helping move the relationship forward.

09 — Plan Your Site Structure



Before building pages, determine what your website actually needs.

Common pages include:

- | | |
|---|--|
| ☐ Home | ☐ Testimonials |
| ☐ About | ☐ FAQ |
| ☐ Services | ☐ Contact |
| ☐ Portfolio / Work | ☐ Booking |
| ☐ Shop | ☐ Privacy Policy |
| ☐ Blog / Resources | ☐ Terms & Conditions |
| | ☐ Accessibility Statement |

My primary pages:

1. _____
2. _____
3. _____
4. _____
5. _____

Do I actually need this page?

For every page, ask:

What purpose does this page serve?

If you can't answer that, you may not need the page.

10 — Plan the Content before the Design

One of the biggest website mistakes is designing first and trying to "fill in the words" later.



Your content and design should work together.

Before designing each page, determine:

The purpose of the page:

What does the visitor need to know?

What questions should this page answer?

What action should they take?

What supporting content is needed?

Examples:

- Testimonials
 - Photography
 - Case studies
 - FAQs
 - Statistics
 - Credentials
 - Process
 - Pricing
 - Examples of work
-



11 — Build Trust

People don't only want to know what you do.

They want to know:

Can I trust you to do it well?

Consider including:

- | | |
|---|--|
| ☐ Testimonials | ☐ Awards |
| ☐ Client work | ☐ Media features |
| ☐ Case studies | ☐ Process information |
| ☐ Experience | ☐ FAQs |
| ☐ Credentials | ☐ Clear contact information |
| ☐ Certifications | ☐ Professional photography |
| ☐ Partnerships | ☐ Real examples |
| | ☐ Helpful resources |

Trust doesn't have to be loud.

Sometimes the strongest trust signals are simply **clarity, consistency, transparency, and evidence.**

12 — Design for How People Actually Read

Most visitors aren't reading every word. They're scanning.

Think about:



Visual hierarchy

Can someone quickly identify:

- Headings
- Subheadings
- Important information
- Calls to action
- Supporting information
- Navigation

Make it easier to scan with:

- Clear headings
- Short paragraphs
- Meaningful whitespace
- Bulleted lists
- Strong visual hierarchy
- Consistent buttons
- Relevant imagery
- Intentional page sections

Good design doesn't make people work harder.

It helps them find what they need.

13 — Don't Forget the Human Experience

Your website should feel like an extension of your business.

Ask:

What should someone feel when they visit?



Maybe it's:

Calm.

Curious.

Confident.

Excited.

Inspired.

Supported.

Welcome.

Reassured.

Your visual choices, messaging, photography, layout, and interactions should work together to create that experience.

14 — Make Your Calls to Action Clear

Don't make visitors guess what to do next.

Instead of:

"Learn More"

Consider:

"Explore Services"

"Shop the Collection"

"View My Work"

"Download the Guide"

"Book a Consultation"

"Get in Touch"

"Start a Project"

My primary CTA:



My secondary CTA:

Use your calls to action intentionally.

You don't need a button on every inch of the website.

You need the **right invitation at the right moment**.

15 — Ask the Questions Before They Do

A strong website closes the loop.

Think about everything someone might wonder before working with you.

What do you offer?

Who is it for?

How does it work?

What does it cost?

How long does it take?

What happens after I inquire?

What do I need to provide?

What makes you qualified?

What happens if I'm not sure what I need?

How do I get started?

How can I contact you?

If your website can answer these questions before someone has to ask, you've already made the next step easier.



16 — Mobile, Accessibility & Function

A website can look beautiful and still provide a frustrating experience.

Before launch, check:

- | | |
|---|---|
| ☐ Mobile layout | ☐ Clear form fields |
| ☐ Tablet layout | ☐ Form confirmations |
| ☐ Desktop layout | ☐ Working links |
| ☐ Readable text sizes | ☐ Working buttons |
| ☐ Sufficient contrast | ☐ Fast-loading images |
| ☐ Descriptive link/button labels | ☐ Page titles and descriptions |
| ☐ Alternative text for meaningful images | ☐ Search engine basics |
| ☐ Keyboard-friendly navigation | ☐ Favicon |
| | ☐ Social sharing image |

Your website isn't finished when it looks good.

It's finished when it works well.

17 — The Website Pre-Launch Check

Before you publish, ask:

CLARITY

- Can I explain what this business does in a few seconds?
- Is the audience clear?
- Is the offer clear?



- Is the value clear?

STORY

- Does the website tell a cohesive story?
- Does each section lead naturally to the next?
- Does the visitor understand why this business exists?
- Does the story connect the visitor's problem to the solution?

PSYCHOLOGY

- Does the website feel easy to navigate?
- Is information presented in a logical order?
- Have I reduced unnecessary choices?
- Does the design create the intended emotional experience?

TRUST

- Do I demonstrate credibility?
- Do I show real work or proof?
- Do I answer common questions?
- Does the website feel professional and human?

DECISION

- Have I addressed likely objections?
- Does the visitor understand the value?
- Is the next step clear?
- Does the website make it easy to say yes?

ACTION

- Are calls to action easy to find?
- Are forms working?
- Does the visitor know what happens next?



FUNCTION

- Does everything work on mobile?
 - Are links and buttons working?
 - Are images optimized?
 - Have accessibility considerations been addressed?
 - Have I checked my SEO basics?
-

18 — Your Website Should...

Introduce you.

Build trust.

Tell your story.

Demonstrate expertise.

Explain what you do.

Answer questions.

Position your business.

Address hesitation.

Help people understand the problem you solve.

Create confidence.

Show them how you can help.

Guide the visitor.

And make the next step feel natural. Your website shouldn't feel like a hard sell.

It should feel like a thoughtful conversation that naturally leads someone toward a decision.

When your website does its job well, visitors don't have to hunt for answers, wonder what happens next, or piece together why you're the right choice.

The website has already done much of the explaining.



It has introduced you, told your story, built trust, answered questions, and helped close the loop.

That means you can get back to doing what you do best:

Running your business.

Final Reflection

Take a step back and look at your website as if you were seeing it for the first time or try seeing it from the angle of the person visiting your website.

What story is my website telling?

What is working?

What feels unclear?

What questions are still unanswered?

Where might someone hesitate?

What could create more trust?

What could make the next step easier?



Does my website help someone confidently make a decision?

What is the ONE improvement that would make the biggest difference?

Build with intention. Design with purpose. Tell a story people can connect with. Create an experience people can understand, trust, and act on.

Want more thoughtful creative resources?

Visit the KBCreativeNC Resource Library for more guides, checklists, and templates designed to help you build with intention.