

# How To Plan Your Website – Part 2

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June 1, 2020

# How To Plan Your Website - Part 2

WordPress Training

## Website Planning Process – Part 2

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Tutorial Contents



This is part two of our three-part tutorial on planning your website.

For Part 1 of this tutorial, go here: [Website Planning Process – Part 1](#)

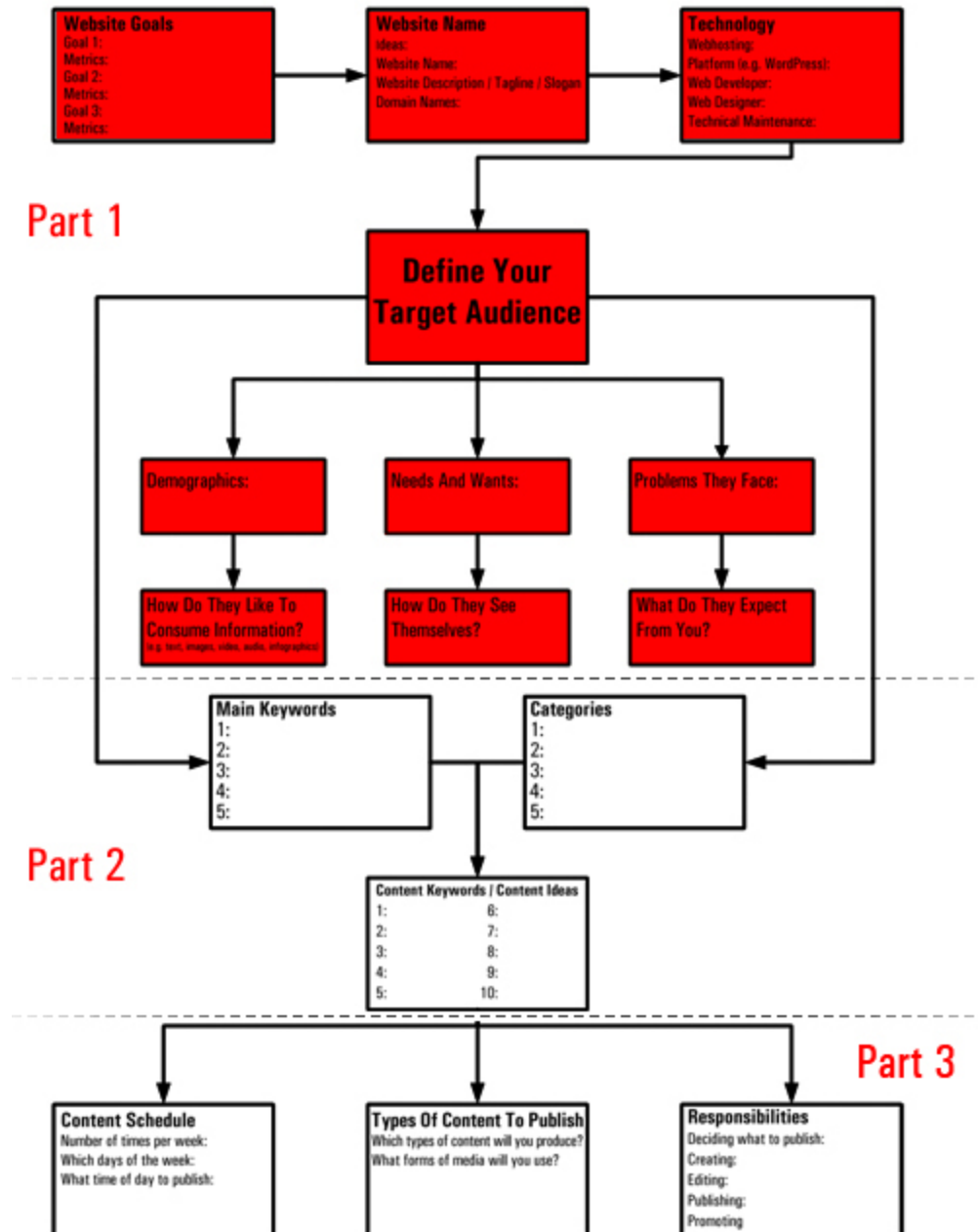
## Planning Your Website – Your Web Content

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In Part 1 of this tutorial series, we covered the following areas of the website planning process:

- Step 1 – Define Your Goals
- Step 2 – Name Your Web Site
- Step 3 – Your Web Platform
- Step 4 – Define Your Target Audience

## Your Website Planning Process



The Website Planning Process

So far, we have established the foundations for planning your new website. If you have been following this process, you should have a clear idea of the goals and objectives for your site, decided on your website's name, the technology platform you will use to power your website, and defined your target audience.

At this point, you could feasibly start building your website. However, we recommend going through the rest of the planning process in this guide, as we will now cover planning the initial content you will launch your site with and review some effective strategies for publishing and managing your web content once your site is up and running.

Planning your site's initial content before you commence any web development work can save you considerable time and money by avoiding back and forth delays once the site-building process actually gets underway.

## Step 5 – Identify Your Main Keywords

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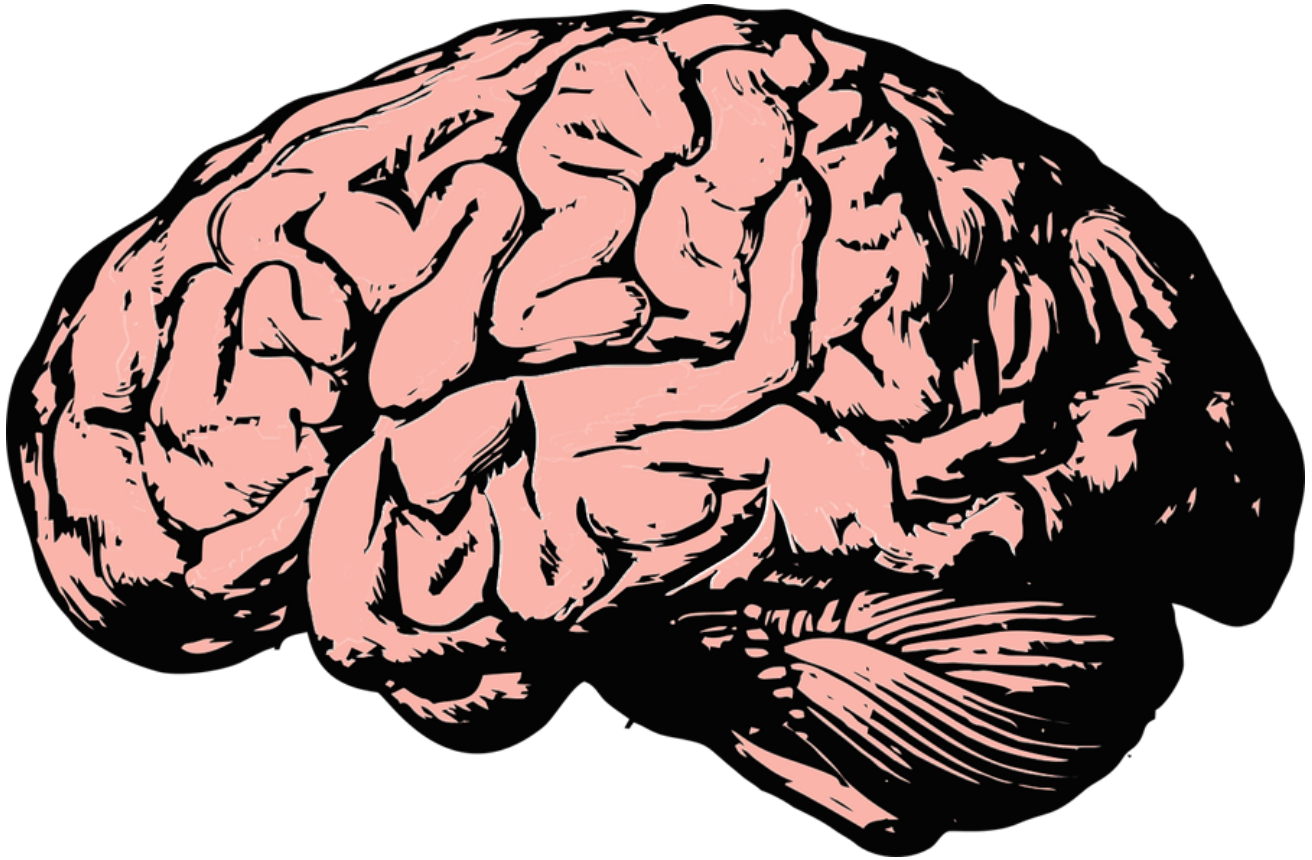
Doing keyword research can help you build a better website.

Once you have a clearer idea of who will be visiting your site (i.e. your target audience), the next step is to identify the main keywords that you would like search engines to associate with your site. This will help to optimize your site for search engines and set you on the right path to creating web content targeting your ideal audience.

Ideally, you would try to find keywords and keyword phrases targeting your niche that have “low” competition, a reasonable monthly search volume, and some level of commercial profitability.

There are many tools you can use to identify suitable keywords.

Without a doubt, the best and most powerful keyword research tool available (and it's completely free) is your brain. If you set aside one focused hour without distractions to work on your keyword list on your own or with a partner or mastermind group, you should be able to come up with a long list of keywords that are relevant to your products, services, and business. You can then sort, filter, analyze and run these keywords through some of the tools below to build an even bigger list of related and relevant keywords.



You already own the best keyword research tool there is...your brain!

If you have a **Google Ads** account, you can use Google's *Keyword Planner* — another powerful free tool—to help you build your keyword list, check things like monthly keyword search volume, competition, commercial viability, find other related keywords and keyword ideas, etc.

For example, in the screenshot below you can see the results of using the Keyword Planner Tool to analyze keywords related to “*overseas adventure travel*” and “*singles adventure travel*”, which could be useful keyword phrases for a niche travel agency.

Google Ads | Keyword plan

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Plan name: — Locations: Australia Language: English Search networks: Google Last 12 months Jan – Dec 2019

overseas adventure travel, singles adventure travel Including brand names

Broaden your search: + overseas travel + tour company + tour operator + singles travel + singles vacation + adventure travel + speci

Exclude adult ideas ADD FILTER 101 keyword ideas available

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Top of page bid (low range)
Keywords you provided			
<input type="checkbox"/> overseas adventure travel	100 – 1K	Low	A\$1.42
Keyword ideas			
<input type="checkbox"/> traveling groups for singles	100 – 1K	High	A\$0.65
<input type="checkbox"/> oat travel	10 – 100	Low	–
<input type="checkbox"/> overseas adventure tours	10 – 100	Low	–
<input type="checkbox"/> overseas adventure travel last minute deals	10 – 100	Medium	–
<input type="checkbox"/> overseas adventure travel 2019	10 – 100	Low	–
<input type="checkbox"/> adventure holidays for singles	10 – 100	High	A\$1.13
<input type="checkbox"/> oat travel last minute deals	10 – 100	–	–
<input type="checkbox"/> oat travel 2019	10 – 100	–	–
<input type="checkbox"/> activity holidays for singles	10 – 100	High	A\$1.28
<input type="checkbox"/> overseas adventures	10 – 100	Low	–
<input type="checkbox"/> adventures for solo travelers	10 – 100	–	–

Use Google’s Keyword Planner tool to perform keyword analysis.

We can see from the example above that there is less competition for visitors searching for keyword phrases like *overseas adventure travel*, *overseas adventure tours*, and *overseas adventures* than *overseas adventure travel last minute deals*. We can also see that there is a lot more competition for a keyword phrase like *activity holidays for singles*. A specialty travel business can use this information to target its web content (and website) toward a special niche area of the travel sector.

For example, they can use targeted images on their site’s headers and banners to appeal to a specific crowd of people looking for *adventure travel* or *holiday destinations for singles*.

This basic example shows the value of doing keyword research at the initial stages of website planning. It can influence web design by helping you design a website targeted to your ideal audience and give you an idea of your marketing spend by helping you understand the commercial value of focusing on certain keywords. Savvy marketers know that they will get better returns by targeting keywords that appeal to “buyers” rather than “browsers.”

For example, people searching online for keywords like *color printer minolta* are typically not as ready to make a buying decision on a color printer as people searching for a more specific keyword phrase like *konica minolta magicolor 7450 II grafx review*, so if you plan to sell or review color printers on your website or blog, you would want to aim for longer, more descriptive and more targeted keyword phrases (called “long-tail keywords”) that have a higher monthly search volume and low to medium competition.

Having some highly searched keywords in your web content when you launch will help your site get indexed faster in the search engines. However, don’t spend too much time doing keyword research, especially when you are just starting out. It’s important to strike a good balance between keywords that help your visitors understand what the focus of your site is all about and keywords that will help you with the search engines. Begin by making a list of the “top 5” keywords you would like to rank for, make sure that these keywords are getting a decent number of searches each month and begin using these keywords naturally in your site’s name, descriptions, categories (covered later in this article) and then later on in your web content.

Once your site begins to attract visitors, you can then review and analyze actual data like keyword searches users perform online to find your site by looking at your server log and analytic tools and apply this information to improve your results.



## Practical Tips

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**Tip #1:** Avoid building your marketing campaigns on keywords that return extremely low to no monthly searches, or that have no commercial value. There’s no point ranking #1 in Google for keywords that no one is searching for. A good way to tell this is by typing your keywords into Google to see if anyone is advertising products or services with Google ads. If no ads show up, then that keyword most likely has no commercial value or targeting your site and content for that keyword could prove to be unprofitable.

Google

how to win solitaire

All Images Videos Shopping News More Settings Tools

About 8,800,000 results (0.69 seconds)

**No Ads**

[www.bvssolitaire.com](#) > rules > klondike-solitaire-strategy ▾  
**Klondike Solitaire Strategy - BVS Solitaire Collection**  
Klondike **Solitaire** - **Winning** Strategy. Turn up the first card off the deck before making any other moves. Always move an Ace or Deuce to the foundation whenever it is possible. Expose hidden cards. Hold off the moves that are not important. Do not empty a tableau pile if you do not have a King to put it in.

[www.quora.com](#) > What-are-the-winning-strategies-in-Solitaire ▾  
**What are the winning strategies in Solitaire? - Quora**  
9 answers  
Aug 29, 2015 - The **winning** strategies to play **solitaire** are as follows: Learn the rules. Move the Aces and Deuces. Keep the right order. Cards in the foundation cannot be moved. Goal of the game. Play the kings when you get real benefits .

What is the best strategy for playing <b>Solitaire</b> ?	31 Dec 2014
Does it take skill or luck to <b>win</b> at <b>solitaire</b> ?	7 Aug 2017
How can someone solve a MobilityWare <b>Solitaire</b> game in 1 minute ...	26 Sep 2017
What is the minimum number of total moves needed for <b>winning</b> a ...	6 Jan 2019

[More results from www.quora.com](#)

[www.chessandpoker.com](#) > solitaire\_strategy ▾  
**Solitaire Strategy - Chess and Poker Dot Com**  
When the guide is followed, precise **Solitaire** technique is displayed and optimum **winning** chances are presented. While digesting the chart to follow, be sure to ...

[www.classicsolitaire.com](#) > articles > win-spider-solitaire-every-time ▾  
**Win Spider Solitaire Every Time - Classic Solitaire**  
Would you like to **win** Spider **Solitaire** every time you play? Here are 10 tips and tricks for **winning** Spider **Solitaire**. After learning how, play our free online ...

Search results without competing advertisers often indicate keywords that may not be worth targeting.

**Tip #2:** Use keyword research tools to build lists of keywords that you can use to help generate ideas for your content. Here are some useful free and paid keyword research tools you can use:

## Free Keyword Research Tools

### Google Keyword Planner

Google Ads | Keyword Planner

SEARCH REPORTS TOOLS & SETTINGS

< 1 / 2 > None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. LEARN MORE

**Discover new keywords**  
Get keyword ideas that can help you reach people interested in your product or service

**Get search volume and forecasts**  
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

**YOUR PLANS** SHARED PLANS

ADD FILTER COLUMNING

Plan	Status	Last modified ↓	Forecast period
Plan from Aug 20, 2019, 10 AM, GMT+10:00	Draft	Aug 20, 2019	Sep 1 - 30, 2019 (Next month)

1 - 1 of 1

Google Keyword Planner is free to use.

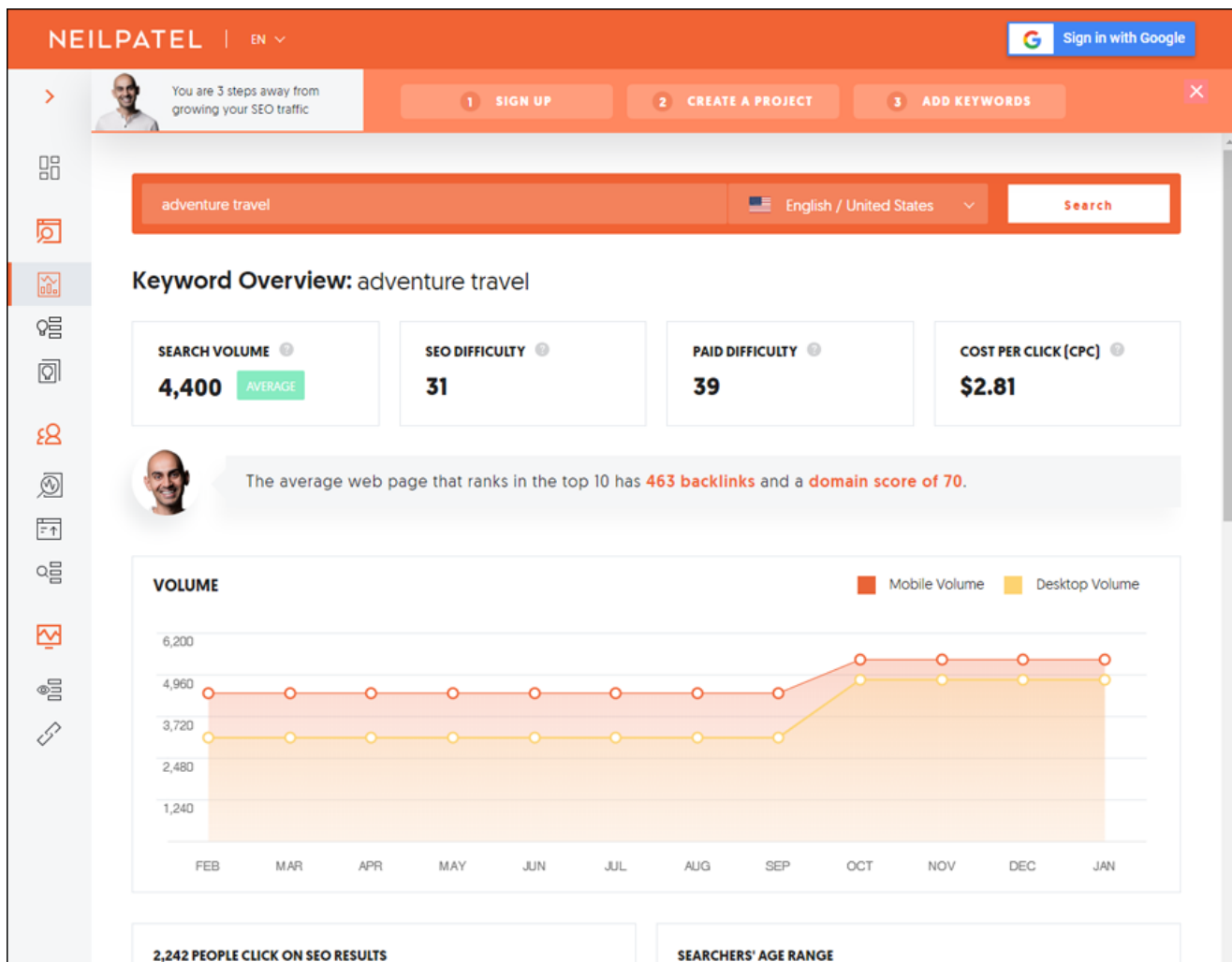
As mentioned earlier, the **Google Keyword Planner** lets you explore hundreds of keywords for content ideas and keyword-based advertising (e.g. pay-per-click ads), analyze keyword search volume and competition, and create new keyword lists.

For more details, go here: [Google Ads](#)

## Ubersuggest

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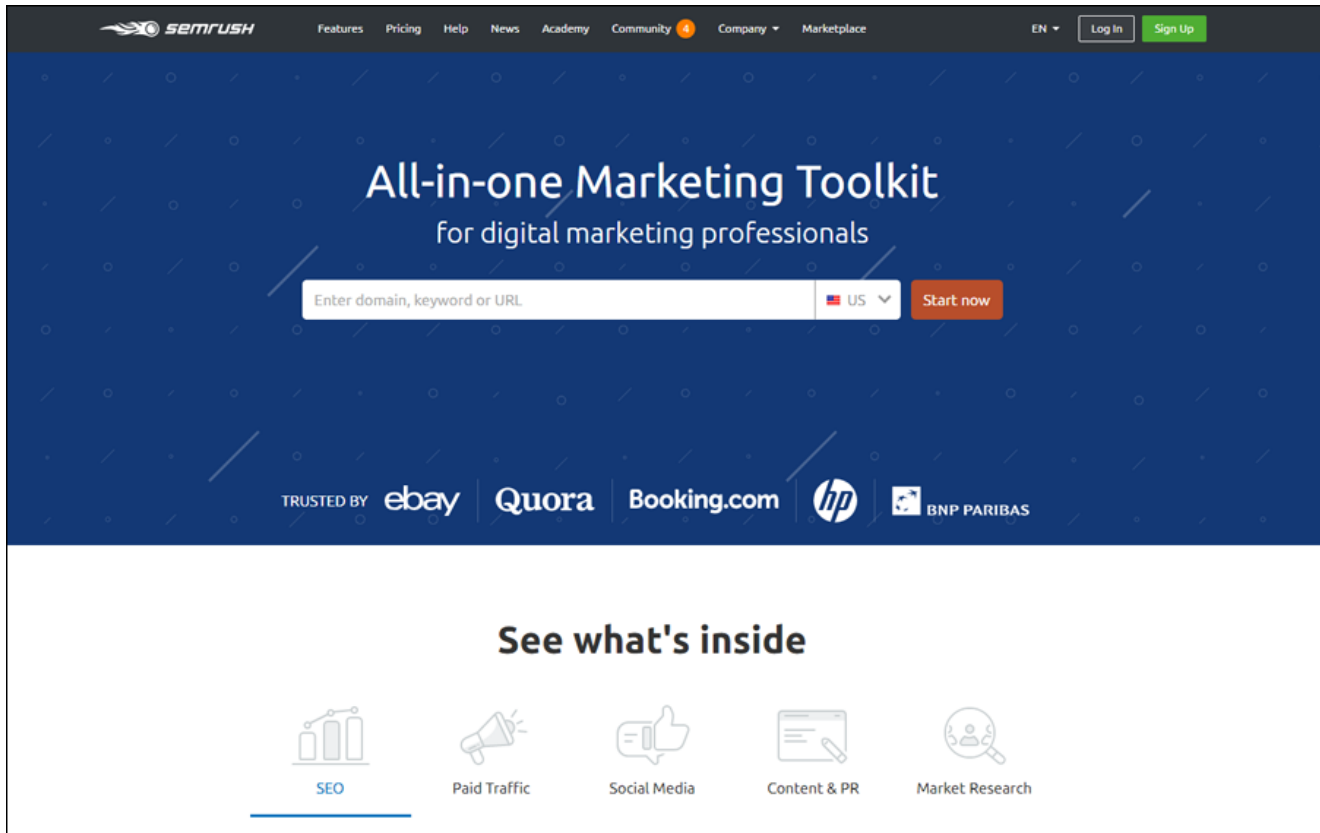
Use Ubersuggest to research keywords and explore keyword ideas.

**UberSuggest** is another useful free keyword research tool you can use to explore keywords for your website and content.

## Paid Keyword Research Tools

The keyword research tools below will help you uncover many profitable and useful keywords and long-tail keywords for content planning and advertising campaigns in addition to analyzing your competitors' keywords and formulating a content SEO strategy for your website.

## SEMRush



SEMRush – SEO & Keyword Research Tool.

**SEMRush** lets you enter your competitor's URL and it then gives you a list of all the keywords that your competitors' sites are ranking for, allowing you to easily find short-tail and long-tail keywords that you can then target for your own website.

For more information about this tool, visit the site here: **SEMRush**

**Keyword Spy**

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Home Research Welcome, guest Sign in

KeywordSpy™ Enter a domain (e.g. ebay.com, amazon.com) United States Search

Domains Keywords Destination URLs Ad Copies

Keyword Research See Competitor Advertising Strategies Real-time Tracking Monitor Keyword Performance Affiliate Intelligence Uncover Top Products & Super Affiliates Agency & Enterprise Advanced Reports & API

**SPY ON YOUR COMPETITORS!  
PROFIT FROM THEIR SUCCESS.**

- ✓ Discover **competitors** and their **keywords**
- ✓ Get fresh data w/ **daily database updates**
- ✓ See site's spending for **Adwords**
- ✓ Find profitable **keyword+ad copy** combinations
- ✓ Over **127 million keywords**

Sign up now Take a Free Trial

Watch Demo See how it works

\* Patent Pending

## Keyword Spy

**Keyword Spy** is an SEO tool that lets you perform keyword research. You can use Keyword Spy to view competitor keywords and to research keywords for your own website and content marketing strategy.

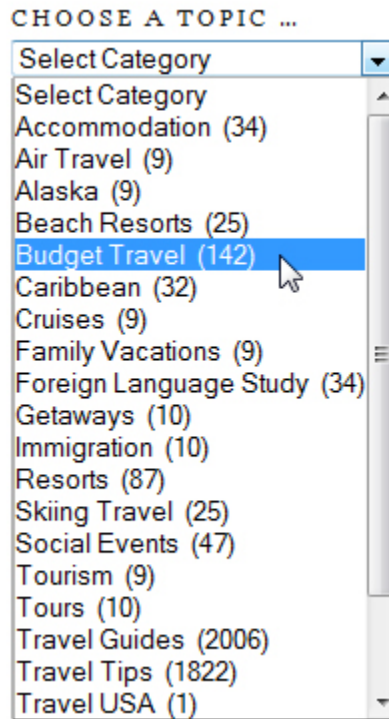
For more details, including a free trial, visit the site here: [Keyword Spy](#)

## Additional SEO Tools

Here are some additional SEO tools you can check out:

- [Ahrefs](#)
- [Moz](#)
- [KeywordTool.io](#)
- [KWFinder.com](#)
- [SpyFu](#)
- [Woorank](#)
- [Majestic](#)
- [SEOquake](#)
- [Siteliner](#)
- [Fat Rank Chrome Extension](#)

## Step 6 – Define Your Website Categories



Define your website categories

Now that you have done some initial keyword research, the next step is to decide specific areas within your niche market that your visitors will be interested in learning more about and create a list of “categories” for all the topics you plan to publish content about.

For example, if you run a travel agency, your categories could be organized into topics like:

- Business Travel
- Luxury Travel
- Adventure Travel
- Exotic Destinations
- Family Holidays
- Budget Accommodation
- Travel Tips
- Travel Accessories
- Cruises
- Winter Travel
- Airfare Discounts
- etc.

**Action Step:** Create an initial list of about 5 – 12 categories. You can always add more categories later on.



## Practical Tips

### Tip #1: Use WordPress To Easily Manage Your Site's Categories

WordPress provides two basic ways of grouping and organizing content on your website or blog (WordPress refers to these as *taxonomies*): **categories** and **tags**.

With a WordPress-powered website, you have complete control over the management of your categories. You can also easily add new categories and assign your posts to different categories to keep your content organized.

The screenshot displays the WordPress 'Categories' management screen. On the left is a sidebar for adding a new category, and on the right is a table of existing categories. Red arrows point from the word 'Categories' to the category names in the table.

<input type="checkbox"/>	Name	<input type="checkbox"/>	Slug	Count
<input type="checkbox"/>	Budget Travel	<input checked="" type="checkbox"/>	budget-travel	90
<input type="checkbox"/>	Cheap Airfares	<input checked="" type="checkbox"/>	cheap-airfares	101
<input type="checkbox"/>	Cheap Holiday	<input checked="" type="checkbox"/>	cheap-holiday	123
<input type="checkbox"/>	Cheap Hotels	<input checked="" type="checkbox"/>	cheap-hotels	84
<input type="checkbox"/>	Cheap Travel	<input checked="" type="checkbox"/>	cheap-travel	119
<input type="checkbox"/>	Cheap Vacation	<input checked="" type="checkbox"/>	cheap-vacation	107
<input type="checkbox"/>	Family Holidays	<input checked="" type="checkbox"/>	family-holidays	126
<input type="checkbox"/>	Family Travel	<input checked="" type="checkbox"/>	family-travel	102
<input type="checkbox"/>	Travel	<input checked="" type="checkbox"/>	travel	137
<input type="checkbox"/>	Travel Deals	<input checked="" type="checkbox"/>	travel-deals	123
<input type="checkbox"/>	Travel Tips	<input checked="" type="checkbox"/>	travel-tips	99
	Uncategorized	<input checked="" type="checkbox"/>	uncategorized	0

WordPress lets you easily manage your site's categories.

## Tip #2: Categories Help To Improve Your SEO

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Targeting the right keywords when naming your categories helps to improve your website's SEO rankings.

WordPress has an SEO optimization feature called **permalinks** that automatically creates search engine-friendly URLs with your categories included as keywords in the website URL, so keep this in mind when planning your category topics.

**http://yourtraveldomain.com/corporate-travel/top-10-corporate-travel-destinations-USA**

**Domain**                      **Category**                      **Article Title**



WordPress permalinks optimize your site URLs for search engines.

## Tip #3: Use Categories To Improve Your Site's Navigation For Users

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Categories help users find and navigate more easily through your site's content and its different sections.

With WordPress, every category you create gets its own searchable web page called an 'archive' page. This allows users to browse all content related to that category that you have published on your site in one place.

# Browsing "Budget Travel"

## A Scandinavian Summer: The Ultimate Frugal Challenge?

A preview of the Frugal Traveler's annual summer trip, this time to Scandinavia. Can he do it? Source:A Scandinavian Summer: [...]

JUN 5, 2012  NO COMMENTS

GET DEALS

## Plan a Frugal Trip in Sweden

Attention Swedes, fans of Sweden, or anyone who can find Sweden on a map and is willing to do some [...]

MAY 29, 2012  NO COMMENTS

GET DEALS

## Looking for Characters? Hit the Road

For me, traveling is all about people — especially the sort of interesting folks I came across during my recent [...]

MAY 22, 2012  NO COMMENTS

GET DEALS

## On New Zealand's South Island, Farm Stays With Friendly Hosts

When you have a limited budget on the South Island there's a lot to be said for leapfrogging the tourist [...]

MAY 22, 2012  NO COMMENTS

GET DEALS

## Guidebooks, Schmidebooks: 5 Hidden Gems in New York City

Here are five free or inexpensive places that aren't mentioned in any of the four major guidebooks. Source:Guidebooks, Schmidebooks: 5 [...]

MAY 22, 2012  NO COMMENTS

GET DEALS





WordPress categories help make your site and content easier for users to navigate.

For a detailed step-by-step tutorial on using WordPress post categories, go here: [How To Use WordPress Post Categories](#)

## Step 7 – Plan Your Content Strategy

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Plan your content strategy.

Now that you have created a list of keywords and categories, the next step is to begin planning your content strategy.

### Organizing Your Website Pages

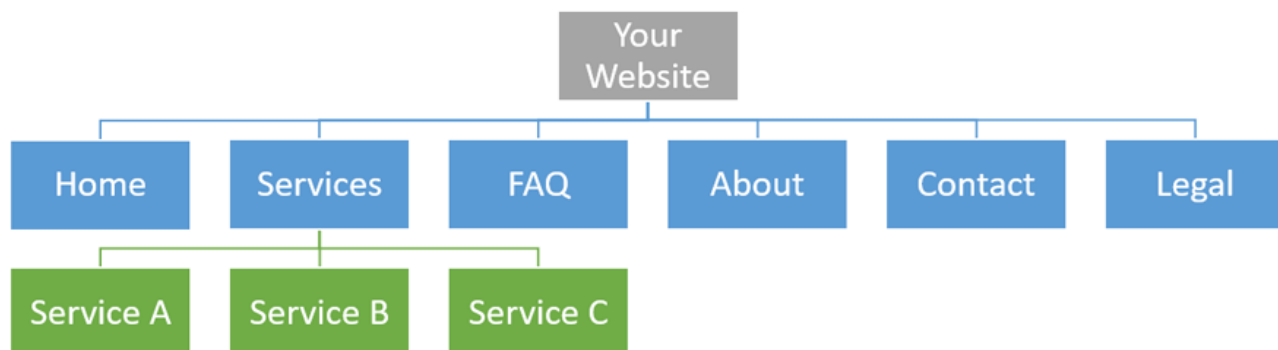
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Your website should have standard pages like Home, About Us, Contact, Legal Pages, Product/Service information pages, and any additional pages specific to your business (e.g. a staff directory page linked to your About page, FAQ page, etc.) Your website may also need special pages or sections, such as a members-only section for customers, private access pages for resellers or affiliates, etc.





If your business provides a number of services, don't list them all on one page. Instead, create a separate page for every service being offered. This allows search engines to better index and rank your web pages and creates multiple landing pages (i.e. entry points) for visitors to find and access your website.



Create a separate page for every service your business provides.

Don't make the mistake of lumping all your services on one page. Create a main 'Services' page listing all your services and link from this page to each separate service page with more details.

## Organizing Your Web Content

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You will need content for every page you create on your website and regular web content to attract visitors, educate prospects, train clients, etc.

Ideally, you should define your web content plan and content marketing strategy when planning your digital business presence.



## Practical Tips

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### Tip #1: Have Your Static Web Content Ready

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Make sure that you have content written for all of your 'static' website pages. This will help you avoid additional costs caused by delays or lack of preparation.

Use this simple checklist to make sure that you create all the content you will need to have before launching your website:

- Business name and a brief description of your business.
- Home Page content.

- About Us page.
- Products/Services page(s).
- A list of your main service/product categories.
- Contact Details (business address, email, telephone number, map location, etc.)
- Images (e.g. product images, logos, staff photos, etc.). Image formats = .jpg, .png or .gif.
- 3-5 main keywords related to your business.
- 1-3 initial articles to be used as “seed content” for your site (saved as a Word document or plain text file).
- List of all URLs to be included on your site (e.g. “Resources”, “Partners”, etc.)
- Media or downloadable files (e.g. videos, PDF reports, pricing lists, etc.)
- Also, check that all web addresses and links that you plan to add to your site are working and that details like the spelling of names, roles in the organization, places, phone numbers, etc. are correct.

## Tip #2: Create A List Of Topics For Web Content

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Here is a “quick and easy” method you can use to create a list of content ideas for your website.

Go through the list of keywords you created in Step 5 and turn these into topics for web content that you will create for your site.

For example, if one of your main keywords is *adventure travel*, create a list of potential topics around this keyword, like:

- Add These Top 10 Adventure Travel Locations To Your Bucket List
- These Adventure Travel Horror Stories Could Happen To You (And How to Avoid Them)
- Five Adventure Travel Accessories You Should Never Be Without
- etc.

You can also easily write articles about each of the following topics:

- Your products or services – pick one and create a “featured product” article.
- Introduce the people in your company – let readers know who they are, what role they play, and their achievements/special skills; describe any awards your business has received.
- The latest industry news – what’s big news in your industry right now? Educate visitors about your industry – what challenges it faces and how your business is helping to address these.
- A networking event you have attended or plan to attend.
- Customer tips and “how-tos” – product training information.
- Staff/reseller/affiliate/partner training information.

- What aspect of your products or services could you educate your prospects about to help overcome their objections?
- What problems do your products or services help your customers solve?
- What reviews can you provide to help prospects with their buying decisions?
- What are some of the more common FAQs you get from visitors and prospective customers?
- etc.

After creating your list of content ideas, save them in a folder on your hard drive, and make a habit of continually adding new ideas to your list on a regular basis.

### **Tip #3: Learn How To Never Run Out Of Web Content Ideas**

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We provide detailed training on how to develop a content marketing strategy, how to promote your business with content, and how to never run out of content ideas for your website, blog, or newsletter...*100% Free!*

**[Click here for more details](#)**

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**This is the end of Part 2**

To continue this tutorial, click here: [\*\*The Website Planning Process – Part 3\*\*](#)

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Updated: April 9th, 2023