



Website Planning Guide

Plan Smarter, Design Better, Launch with Confidence

A website is a powerful tool that can help you achieve your personal or business goals, but only if it is planned, designed, and executed properly.

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Introduction

A Quick Guide to Planning Your First Website

If you are a beginner, it may feel difficult to plan at first. But over time, by reading, taking courses, or learning from YouTube, it will become easier to understand how everything works.

But one question still remains: do you want to become a web developer or designer, or do you simply want to focus on your business?

If your goal is to focus on your business, then getting help from an agency like Planasite is a smart choice. However, even then, you should understand some basics. I am the founder of Planasite, MM Sami, and in this guide, I am sharing what I have learned to give you a clear direction through this quick knowledge book.



**“Your Plan,
your website.”**

The Why and Who Strategy

Before taking any action, clarity is a must. The “why” and “who” will help you take the first step correctly.



The Why:

This helps you define the exact purpose of your website. It keeps you on track while the site is being designed. Your goal could be selling products, getting booking calls, generating leads, or scheduling meetings.

The Who:

You need to understand your audience clearly. Create a simple buyer persona or customer profile. A website for a law firm will look very different from an eCommerce store, because the audience and their needs are different.



1.

Domain

A domain is your digital address. Try to get a .com if possible, and keep it short and memorable. Once you have a business name, check if the domain is available. Also, check social media handles to make sure your brand name is consistent everywhere.

2.

Hosting

Hosting is the place where your website lives. Different hosting providers offer different features and plans. Choose one that matches your goals and expected traffic.





3.

Platform

There are many platforms like WordPress, Wix, Squarespace, and Webflow. In our experience, WordPress is the easiest way to start. More than 40% of websites on the internet are built with WordPress. It allows you to create a professional website without coding.



SQUARESPACE

WIX



WORDPRESS

 Webflow

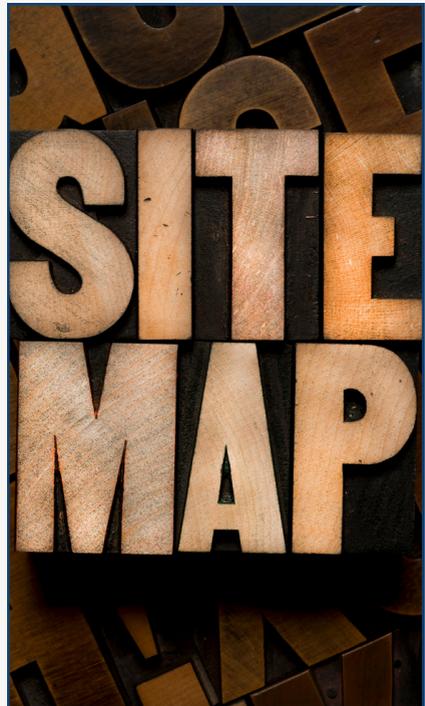


The Sitemap

A sitemap defines how many pages you need and what sections each page will include.

For example:

- Homepage
- About Page
- Services or Products Page
- Contact Page, etc.





Content First, Design Second

One of the biggest mistakes beginners make is choosing a nice-looking template first and then trying to fit their content into it.



Write Your Copy:

Draft your headlines and text in a simple document first.

Gather Visuals:

Collect high-quality images and your logo.

Focus on Benefits:

Instead of saying “We have 10 years of experience,” say “We help you save time so you can focus on what matters most.”

The Design Essentials

Keep it clean. Overdesigning is the fastest way to look unprofessional.

Whitespace is your friend:

Do not overcrowd the page. Let your content breathe.

Stick to 2 to 3 colors:

Use one primary color and one action color for buttons.

Mobile-first approach:

Most of your visitors will be on mobile. Make sure buttons are easy to tap and text is readable on small screens.



- Link Test
- Form Test
- Speed Check

The Pre-Launch Check

Before you hit “Publish,” run this quick check:





Best Wishes On Your Journey.

If you need help planning your website,
feel free to contact me.

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