

The One-Page Web Design Strategy

Audience

Demographics Name, Sex, Age, Status, Location etc

Psychographics Current Mindset, Motivation, Fan, Fave Movie, Language.

Pain

Gain

Awareness of Problem, Solution, Brand

Search Terms

Source of News

- Social Media
- Authority Blog
- Influencers
- News & Press
- Newsjacking
- WOM
- Sponsorship
- Guest Blog
- Videos
- Quora

Website

SMART Goal(s)

Like & Why?

Example Design

Hate & Why?

Visual Elements: Shapes, Colors, Images

User Journey

Lead Magnet: Key Content, Downloads, Trials

Engagement: Quiz, Blog Post, Contact

Static Content: About, Terms, Products

Features

Technical

Infrastructure

3rd Party Services

Maintenance (who, how)

Key Metrics

- New Visitors:
- Time on Website:
- Bounce Rate:
- Click Thru Rate:
- Returning Visitors:
- Leads Generated:
- Sales Generated:
- Email Collected:

Brand

Brand Promise
(what to expect)

Brand Perception
(what you want people to see)

Brand Value
(decision making process)

Brand Voice
(how do you speak)

Market Positioning

Proof: Social Proof, Case Studies Portfolio, Awards, As Seen On

Marketing

Channels

Sales

Decision Maker
Accountable
Responsible

Team

Consult
Informed