

# Website Training

## Understanding the Importance of Communication through the Organization's

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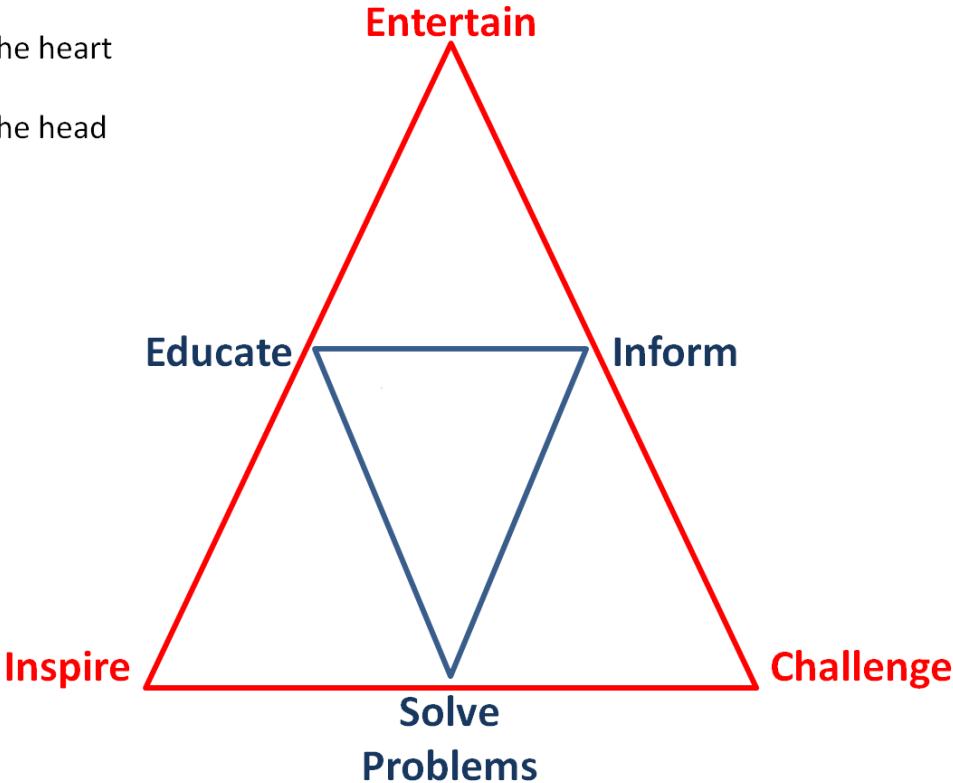
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-  For the heart
-  For the head



# Defining your Ministry

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**What is it that your ministry offers that sets you apart from the rest of the organization?**

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What information do you provide that can only be found through your ministry?**

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\_\_\_\_\_  
\_\_\_\_\_  
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**Ask someone from another division, what they think are the 3 most important things your section of the website should offer. Enter their response.**

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**Do these 3 things line up with your ministry's vision?**

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**Define your ministry in 140 characters or less.**

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# Define Target Audiences

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**Who is NOT my target audience?** (but is an overall website visitor)

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## Target Audience: Buyer Persona #1:

**Build My Target Customer**

**Demographics:** the average or typical characteristics of your target market.

**Psychographics:** what motivates them to take action.

 Age	 Gender	 Marital Status
 Children	 Income	 Education
 Region	 Hobbies	 Values

What are their demographics?

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What's their lifestyle?

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What are their interests / hobbies?

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Who influences their choices?

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What are their goals?

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### Target Audience: Buyer Persona #2:

**Build My Target Customer**

**Demographics:** the average or typical characteristics of your target market.

**Psychographics:** what motivates them to take action.

 Age <input type="text"/>	 Gender <input type="text"/>	 Marital Status <input type="text"/>
 Children <input type="text"/>	 Income <input type="text"/>	 Education <input type="text"/>
 Region <input type="text"/>	 Hobbies <input type="text"/>	 Values <input type="text"/>

What are their demographics?

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What's their lifestyle?

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What are their interests / hobbies?

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Who influences their choices?

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What are their goals?

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### Target Audience: Buyer Persona #3:

**Build My Target Customer**

**Demographics:** the average or typical characteristics of your target market.

**Psychographics:** what motivates them to take action.

 Age <input type="text"/>	 Gender <input type="text"/>	 Marital Status <input type="text"/>
 Children <input type="text"/>	 Income <input type="text"/>	 Education <input type="text"/>
 Region <input type="text"/>	 Hobbies <input type="text"/>	 Values <input type="text"/>



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**Connect the Dots. Match the value propositions with the segmented target audiences.**

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**Make a note of any Value Propositions that will change throughout the year.**

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## **Content Organization, Methods & Hierarchy**

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**What are the main categories, or parent pages you should include in your section of the website?**

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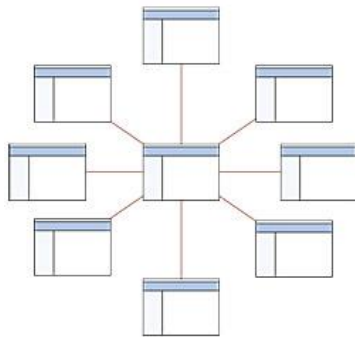
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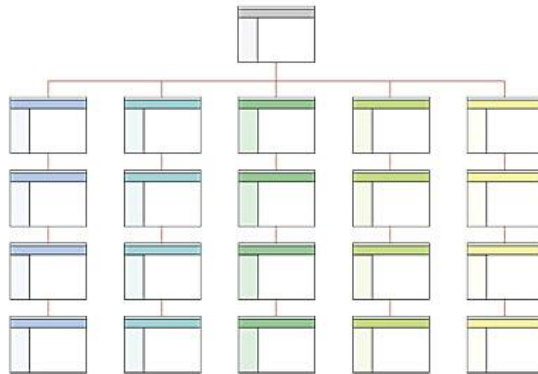
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a. Simple hub-and-spoke structure



b. More complex hierarchy



**Use the rest of this page to sketch out the sitemap for your website section.**

# Compelling Content Strategy

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## What are your Content Marketing Strategy Objectives?

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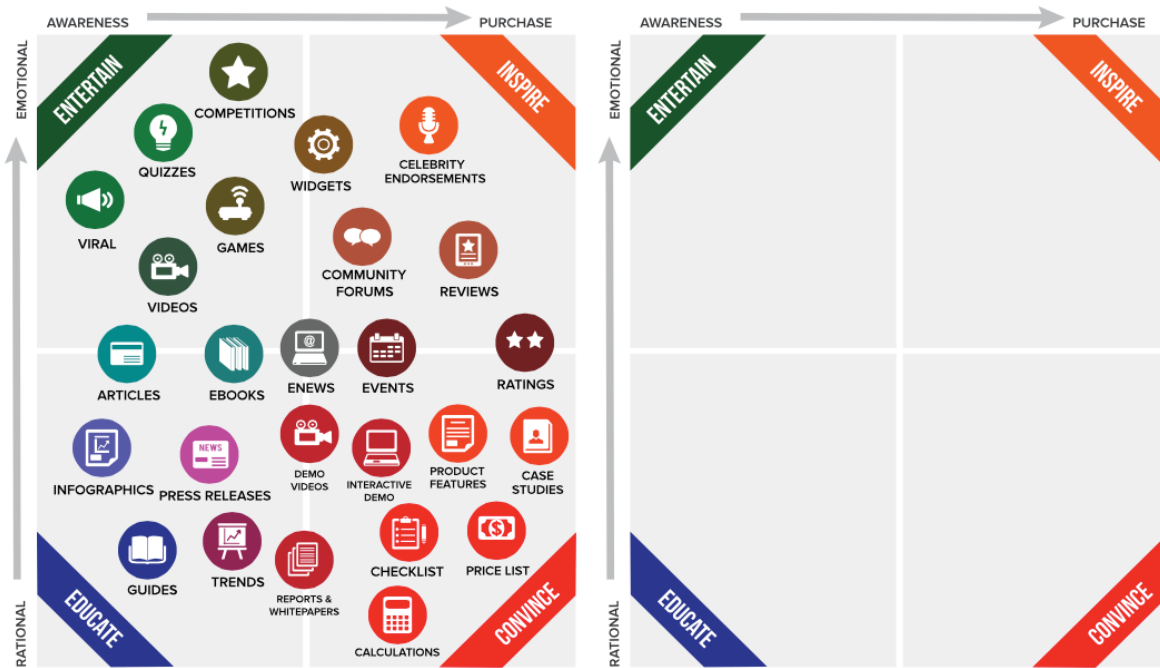
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2015 CONTENT MARKETING PLANNING TEMPLATE: CONTENT MATRIX



What types of content are correct for your message?

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Would testimonials or quotes, help your section of the website? If so, make a list of people you could contact to provide a relatable quote.

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**What CTAs (Call-to-Actions) do you need to include on your section of the website?**

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Goals ↓	Target Audience ↓	Conversion ↓	Conversion Page (if applicable) ↓	Possible Landing (Entry) Page ↓

## Writing for the Web

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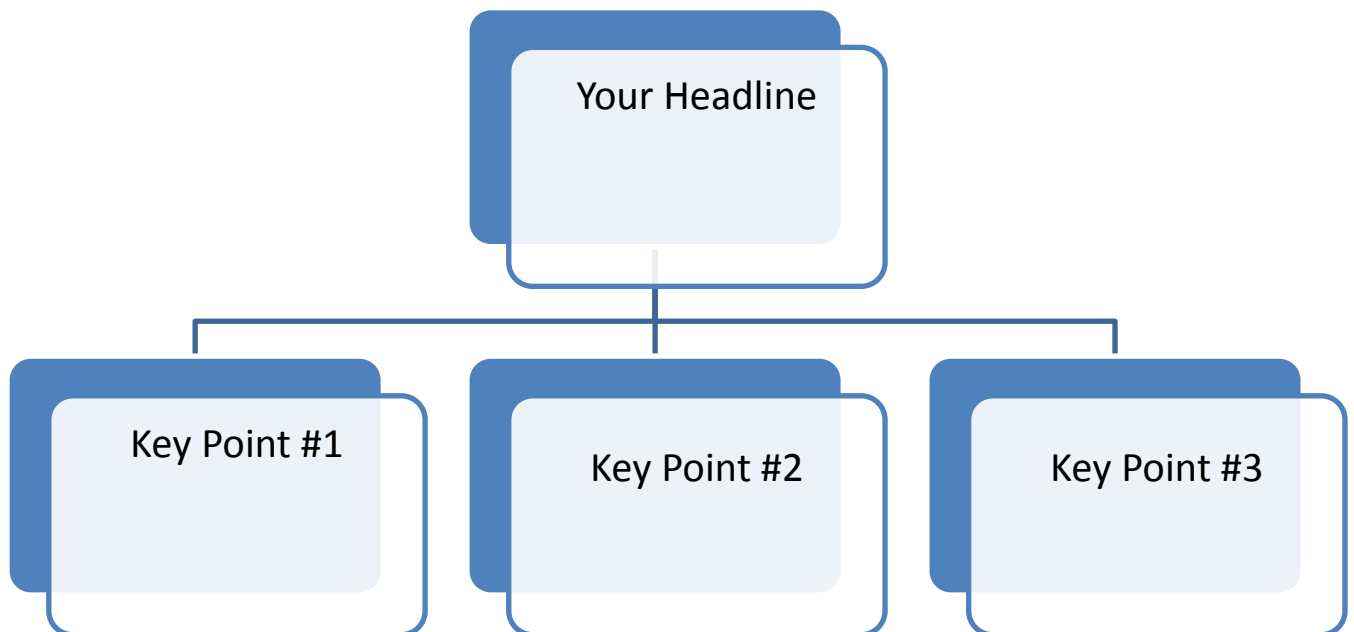
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### Message Map Template



Supporting Points:

- 1.
- 2.
- 3.

Supporting Points:

- 1.
- 2.
- 3.

Supporting Points:

- 1.
- 2.
- 3.

# How to Pick Relatable Images – Pictures, Videos, & Colors

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List a couple of images that you could find or take for your section of the website. Note which value proposition and target audience they match.

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What story could you tell in 30 seconds or less with video that could enhance your message?

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\_\_\_\_\_  
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**What colors do you think convey the message you want to get across? Are they warm or color colors?**

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**SEO Best Practices**

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**List your top 10-15 primary keywords. Put an \* by the top 4**

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Take the keywords listed above that have an \* beside them and come up with some long tail keywords you could use.

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## **Pulling the Content Marketing Plan Together**

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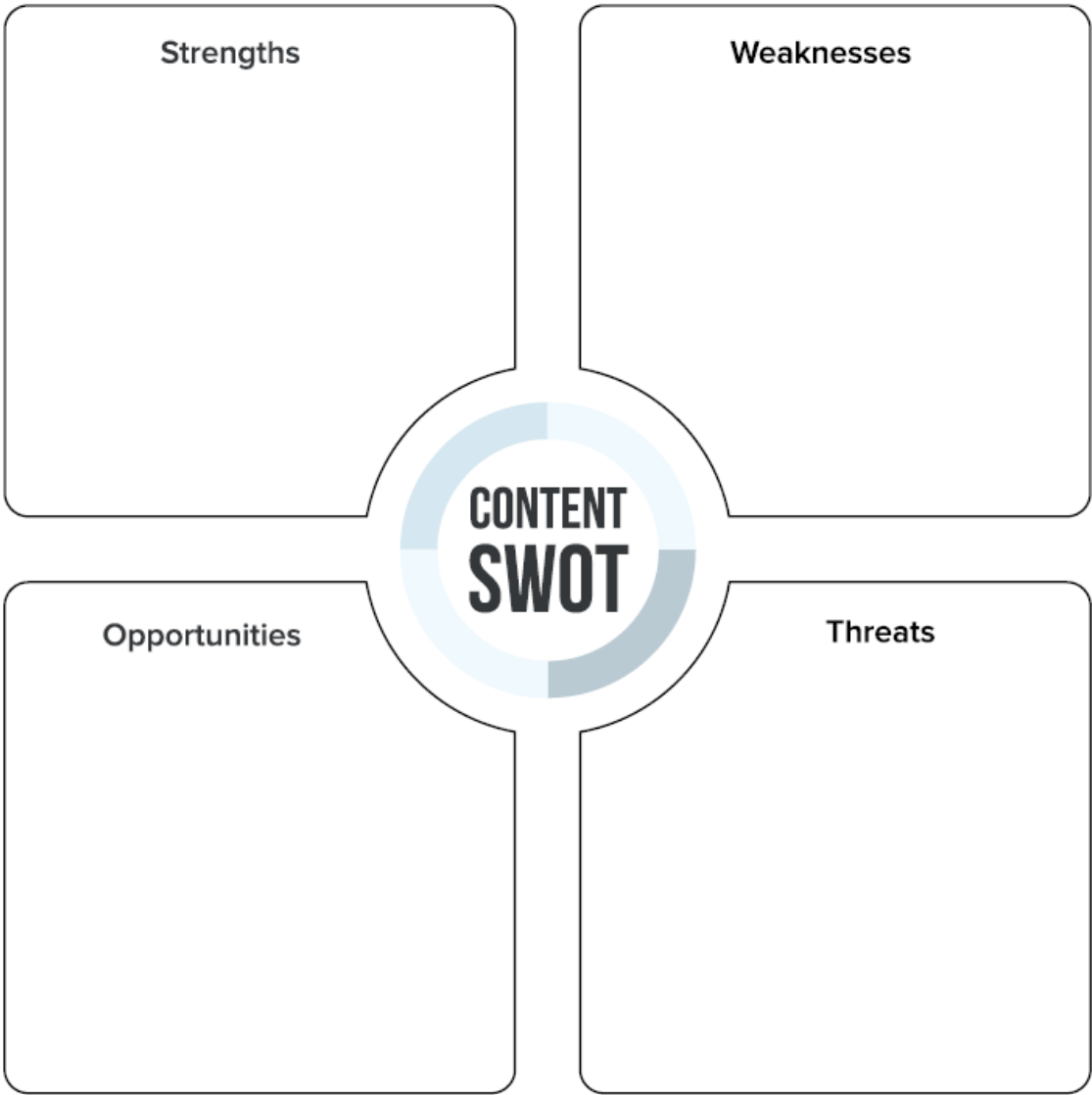
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List SMART Goals:

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List KPIs:

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Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators
<b>Reach</b> Increase brand awareness and visits to company websites, apps and social network sites.			

**Act**  
 Increase audience interactions with content on company-owned media platforms to generate leads.

<b>Convert</b> Increase conversion rates from leads to sales volumes achieved online or offline.			
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**Engage**  
 Increase long-term customer engagement and loyalty leading to repeat sales and advocacy.

2015 CONTENT MARKETING PLANNING TEMPLATE: CONTENT MATRIX



Review your own content marketing efforts to identify any weak points. What are potential gaps that your current plan is not accounting for? Do you lack content that will convince an audience of your brand or service, or maybe you haven't invested any time or effort into content that will simply entertain. You can then begin to brainstorm content ideas to fill those gaps. List those gaps here:

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Review the content marketing efforts of your competitors by using the same process. Identify what areas your competitors are weak on so you can start to put a plan in place to exploit these weaknesses. (Do this later if it applies.)

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Create your content plan timeline.

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## **How to Execute Newly Created Plan**

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**List resources you have available within your organization.**

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**List resources you have available outside your organization.**

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**List projected budget for outside resources.**

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## **Analyzing your Content Marketing Plan for Success**

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**Feedback questions/ website test:**

- Please find \_\_\_\_\_
- What is your initial takeaway from visiting the site?
- What do you think the call-to-actions are?
- How easy was it for you to navigate through the website?
- Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.





