

FREE PRACTICAL GUIDE

THE ESSENTIAL SMALL-BUSINESS WEBSITE PAGE PLANNER

Decide which pages matter and what each one needs to do

30 MINUTES

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The Essential Small-Business Website Page Planner

A focused quick win before you move to a complete workbook.

Create a practical page inventory, identify gaps and decide which website pages deserve attention first.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ An essential-page inventory
- ☐ A page-priority worksheet
- ☐ A homepage brief
- ☐ A service-page brief

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

1. List the pages you have and the pages you need

Page type	Exists?	Useful?	Action
Homepage	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Primary service pages	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Product or category pages	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
About page	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Contact page	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Pricing or cost information	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Process page	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Frequently asked questions	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Trust and proof content	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove
Customer-support information	Yes / No	Yes / Partly / No	Keep / Improve / Create / Combine / Remove

2. Choose the next three pages

Priority 1

Page and reason:

Customer question it must answer:

Next action and owner:

Priority 2

Page and reason:

Customer question it must answer:

Next action and owner:

Priority 3

Page and reason:

Customer question it must answer:

Next action and owner:

3. Brief the page before writing

Homepage brief

Primary customer:

Main service or outcome:

Three supporting points:

Primary next step:

Trust information needed:

Service-page brief

Service and intended customer:

Problem or need:

What is included:

Customer questions:

Evidence and next step:

YOUR NEXT STEP

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 4

The Website Content System

The complete workbook provides:

- Page planning and approval tools
- Content ownership templates
- A 90-day content plan

Price: A\$39

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.