

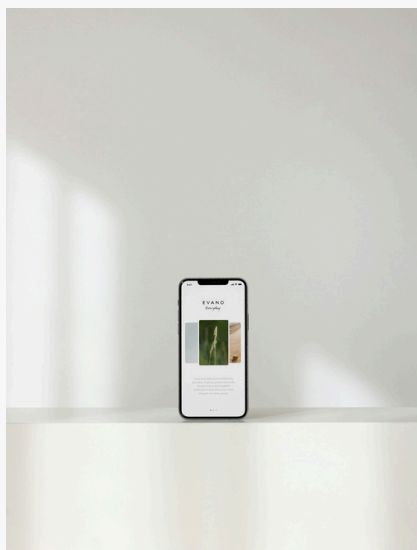
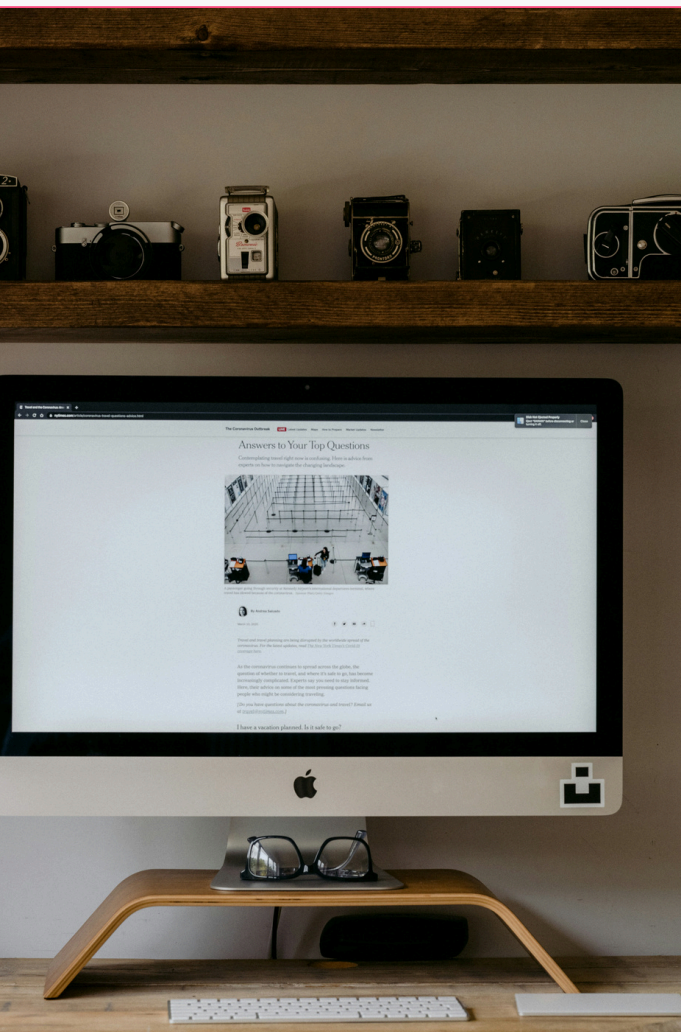
WEBSITE CONTENT PLANNER

A free planning guide from Ramp Design Co to help you prep your website with confidence and clarity.



WWW.RAMPDESIGN.CO

RAMP
Design Co



Welcome

Whether you're building a new website or refreshing your current one, this guide is designed to take the overwhelm out of content planning. You don't need to be a writer or a strategist — just follow these page-by-page prompts, and you'll be organized in no time.

How to use this planner:

- Fill out the questions and outlines for each key page on your site.
- Keep your notes in one place to share with your designer or developer.
- Use this as a prep tool before (or during) your website project.

Let's get started!

Mindy

WEBSITE OVERVIEW

What's the primary goal of your website? (E.g., book more clients, sell products, build authority)_____

Who is your ideal client or customer?

What action do you want visitors to take on your homepage?

What pages will your site include?
(Check All that Apply)

- ☐ Home
- ☐ About
- ☐ Services
- ☐ Portfolio / Work
- ☐ Blog
- ☐ Contact
- ☐ [Other]

CONCLUSION

Before you dive into writing each page of your website, it's important to step back and look at the big picture. This page helps you define your overall website goals, who you're speaking to, and what pages you actually need.

When you're clear on this foundation, your content will be more focused, intentional, and effective — and your website will work smarter for your business.

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PAGE NAME

Use one page per main site page

This is where the real magic happens — one page at a time. Use this template to plan the structure, message, and purpose of each key page on your website. It'll help you stay focused, avoid content gaps, and make sure every page guides your visitors toward the right next step.

What is the goal of this page? _____

What action should the visitor take here? _____

What 2–3 key messages or ideas do you want to communicate? _____

What sections do you need? (E.g., hero, benefits, testimonials, form)

What images, downloads, or media should go here?

Any links or CTAs?

Website Content Prep Checklist

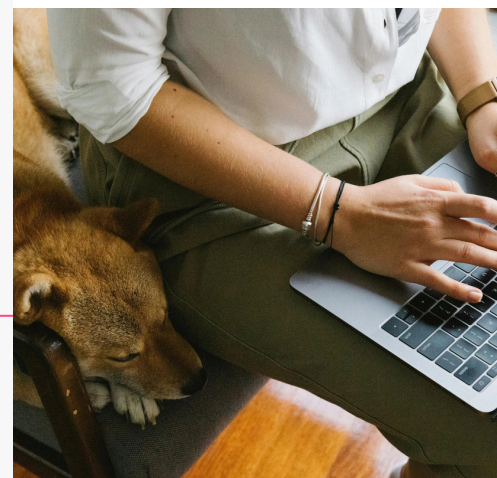
- ☐ I've listed all the pages my website needs
- ☐ I've outlined each page using the template
- ☐ I have any testimonials, case studies, or reviews saved
- ☐ I've gathered my brand photos, logo, and headshots
- ☐ I've written draft headlines or bullet points for each page
- ☐ I know what the CTA is for each page
- ☐ I've saved everything in a shared folder (Google Drive or Dropbox)

Think of this as your final sweep before you hand things off. This checklist helps you make sure all your content is organized, complete, and ready to go — no missing pieces, no last-minute scrambles.

It's the easiest way to feel confident and prepared for your website build.



*Need a second set
of eyes?
Schedule a free
discovery call and
we'll review your
content plan
together — no
pressure, just
clarity.*

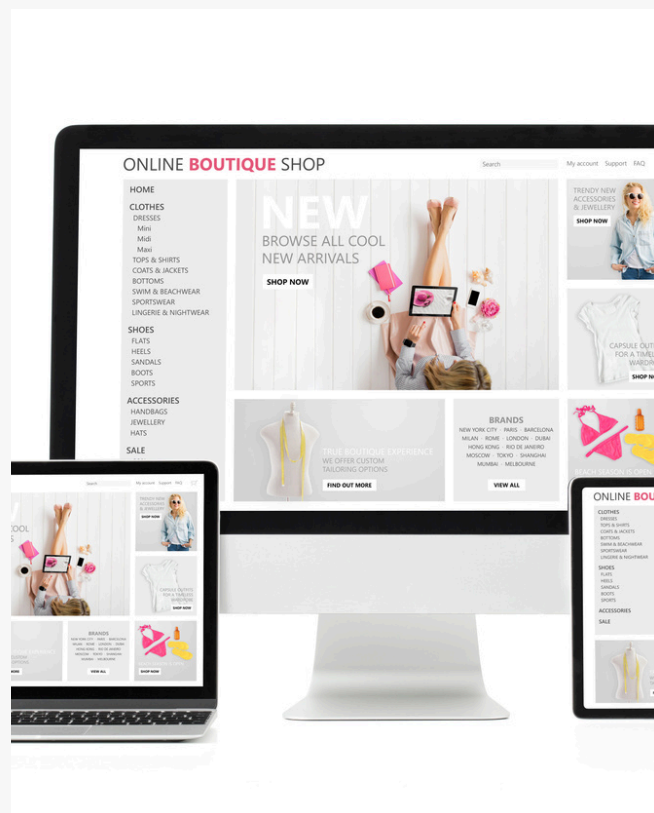


WHY PLANNING YOUR CONTENT MATTERS

Planning your website content isn't just about filling space — it's about setting your business up for real results. When your pages are clear, intentional, and aligned with your goals, your website becomes more than just a digital brochure — it becomes a powerful tool that works for you 24/7.

By walking through this planner, you've done more than prep your content — you've clarified your message, built a stronger foundation for your brand, and made life easier for your designer, copywriter, or developer. Whether you're DIYing your website or handing it off to a pro, this kind of preparation is what turns a “nice-looking site” into a strategic, high-converting experience.

Thank you



Ready for feedback or next steps?
We'd love to help you move forward with clarity.
👉 Schedule a free discovery call — we'll review your plan and talk through your next best step (no pressure, just support).