

THE NON-TECHIE'S ROADMAP



with Christina Hills

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Before You Build Your Website, Create Your Roadmap

You want a website that helps you grow your business. But before you start building it, there are some important decisions to make.

Maybe you're just getting started in business and have never had a website before...

Or maybe you already have a website, but it isn't really working for you, and you're ready to start fresh.

Either way, one of the biggest mistakes people make is jumping right into building their website without first thinking through what they actually need.

They pick a domain name, choose a theme design, start adding pages, and then realize halfway through that they need to change direction. That can mean hours of backtracking, redesigning, and trying to figure out what to do next.

That's why I created **The Non-Techie's Roadmap to Website Success**.

My name is Christina Hills, and I have been teaching non-techie business owners how to create their own websites since 2008.



Over the years, I've seen that creating a successful website is much easier when you have a plan before you start building.

This Roadmap will help you think through the purpose of your website, who it's for, what you want visitors to do, what pages and content you need, what features are important, and other decisions that are much easier to make before you start building.

You don't need to have every detail figured out, and you definitely don't need to become a techie.

You just need a clear plan for where you're going.

So before you start choosing theme designs, adding pages, or worrying about all the technical details, let's create your Website Roadmap.

Let's get started!

How to Plan Your Website Before You Start Building It

Creating a website can be exciting. It can also become overwhelming very quickly.

You choose a website platform. You start looking at designs. You experiment with colors and fonts. You begin creating pages.

And then you get stuck. So maybe you hire the whole thing out and spend lots of money.

You aren't sure what pages you need, what to put on those pages, who you are speaking to, or what you want visitors to do once they arrive.

The result is often a website that takes much longer to create than expected and a business owner who feels frustrated with the entire process.

There is a better way.

Before you start building your website, take some time to create a roadmap.



And just as importantly, recognize that you don't have to travel that road alone.

Having an experienced person to guide you through the process can help you understand what to do next, avoid unnecessary detours, and get help when you inevitably run into questions.

Today, we also have another powerful resource available to us: Artificial Intelligence, or AI. AI can be incredibly helpful when you're creating a website. It

can help you brainstorm ideas, organize your thoughts, write and improve content, generate images, and much more.

But AI isn't a replacement for an experienced human guide.

AI can be incredibly helpful, but it doesn't know your entire business, your goals, your customers, or everything you've already done with your website. And it doesn't always know when the answer it gives you is wrong, outdated, unnecessarily complicated, or simply not the best choice for your particular situation.

This can be especially challenging when you're new to website creation. AI might give you five different ways to accomplish something, but how do you know which one is the easiest, safest, or most appropriate for you? Sometimes what you really need isn't more information. You need someone with experience to help you understand your choices and point you in the right direction.



An experienced human guide can look at the bigger picture. They can listen to what you're trying to accomplish, answer questions in the context of your particular situation, help you avoid unnecessary detours, and let you know when you're making something more complicated than it needs to be.

The best approach is not people OR AI. It's people AND AI.

Use AI as a powerful assistant for brainstorming, generating ideas, helping with content, and answering questions. Then combine that with experienced human guidance to help you make good decisions and keep moving in the right direction.

Think of it this way: **AI can be a very useful tool, but a human guide is someone who understands you and has been down that road before.**

That's the approach we'll use throughout this Roadmap.



Your 8-Step Website Roadmap

These eight steps will help you make the most important decisions about your website before you start building. Answer the Roadmap Question at the end of each section, and by the time you finish, you'll have a clear picture of the website you want to create and what you need to move forward.

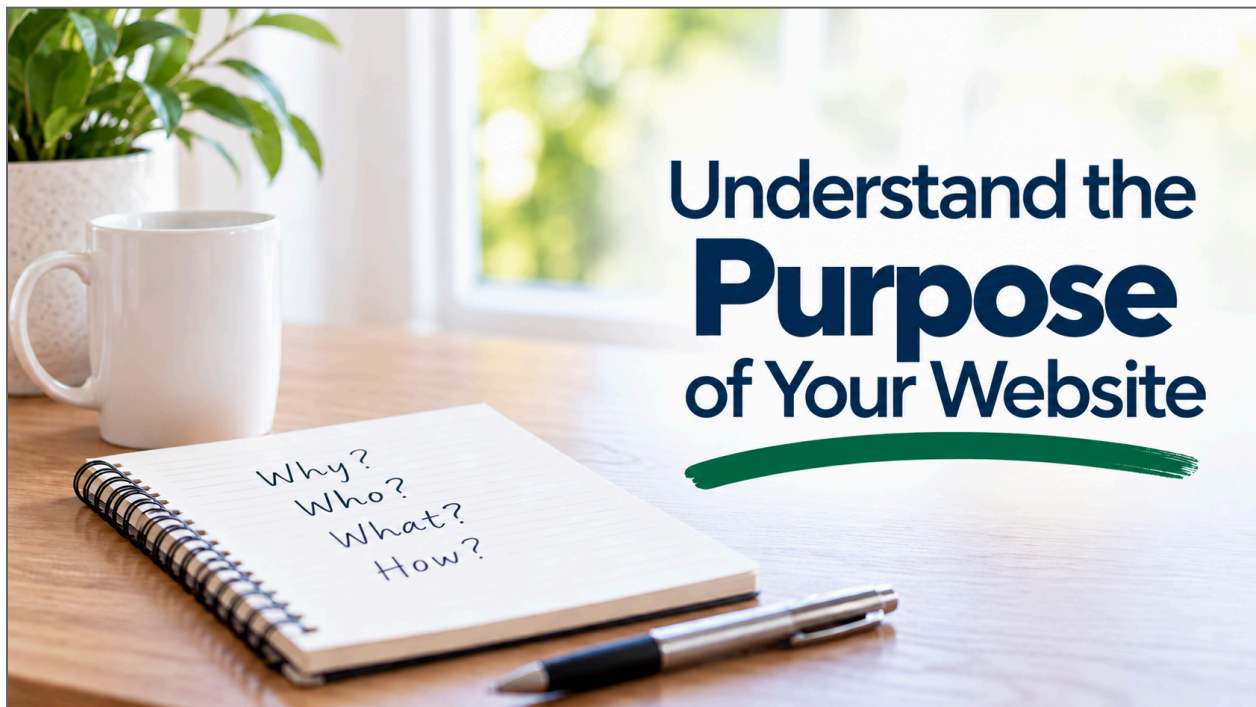
- 1: Understand the Purpose of Your Website
- 2: Identify Who Your Website Is For
- 3: Decide What You Want Visitors to Do
- 4: Decide What Pages Your Website Needs
- 5: Gather and Create Your Content

6: Think About Your Website's Look & Feel

7: Choose Your Domain Name

8: Think About the Features You Need

1: Understand the Purpose of Your Website



Before you think about design, technology, or even what pages you need, start with one simple question:

Why do you need a website?

Your website should have a job to do.

- Attract potential clients
- Explain your services
- Sell products
- Sell courses or programs
- Build your email list
- Establish your credibility
- Showcase your work
- Promote your books
- Encourage people to schedule an appointment
- Provide information to existing customers
- Build awareness of your business or organization

You may have several goals, but try to identify the primary purpose of your website.

This is an area where both AI and a human guide can be helpful.

AI can help you brainstorm possible goals and organize your ideas. But an experienced person can ask questions, listen to what you're trying to accomplish, and help you recognize when you may be trying to make your website do too many things at once.



Your Roadmap Question:

What is the #1 thing you want your website to accomplish for your business? Write it down in one or two sentences.

2: Identify Who Your Website Is For



Your website isn't really about you.

It is about the people you want to reach.

Before you begin creating pages, think about the person who will be visiting your website.

Who are they? What are they looking for? What problem are they trying to solve? What questions do they have? What might make them hesitate before contacting you or buying from you?

You don't need to create a complicated marketing profile. Simply develop a clear picture of the people you most want to reach.

For example, instead of saying: "My website is for anyone who needs my services." Try to get more specific: "My website is for small business owners who know they need help with bookkeeping but don't want to hire a full-time employee."

AI can be a wonderful brainstorming partner here. You can describe your business and ask AI to help you think about who your ideal audience might be and what questions those people may have.

But remember that you know your customers in a way AI doesn't. Your own experience, conversations with real clients, and feedback from other people are invaluable.



Your Roadmap Question:

Who is the primary person you want your website to reach?
Describe that person in a few sentences.

3: Decide What You Want Visitors to Do



Now imagine that the right person arrives at your website.

What do you want them to do next?

This is sometimes called a Call to Action, or CTA.

Your primary Call to Action might be:

- Call you
- Schedule an appointment
- Fill out a form
- Request a consultation
- Join your email list
- Register for a webinar
- Download a free resource
- Enroll in a program
- Buy a product
- Visit your location
- Make a donation

One of the most common website mistakes is giving visitors information without giving them a clear next step.

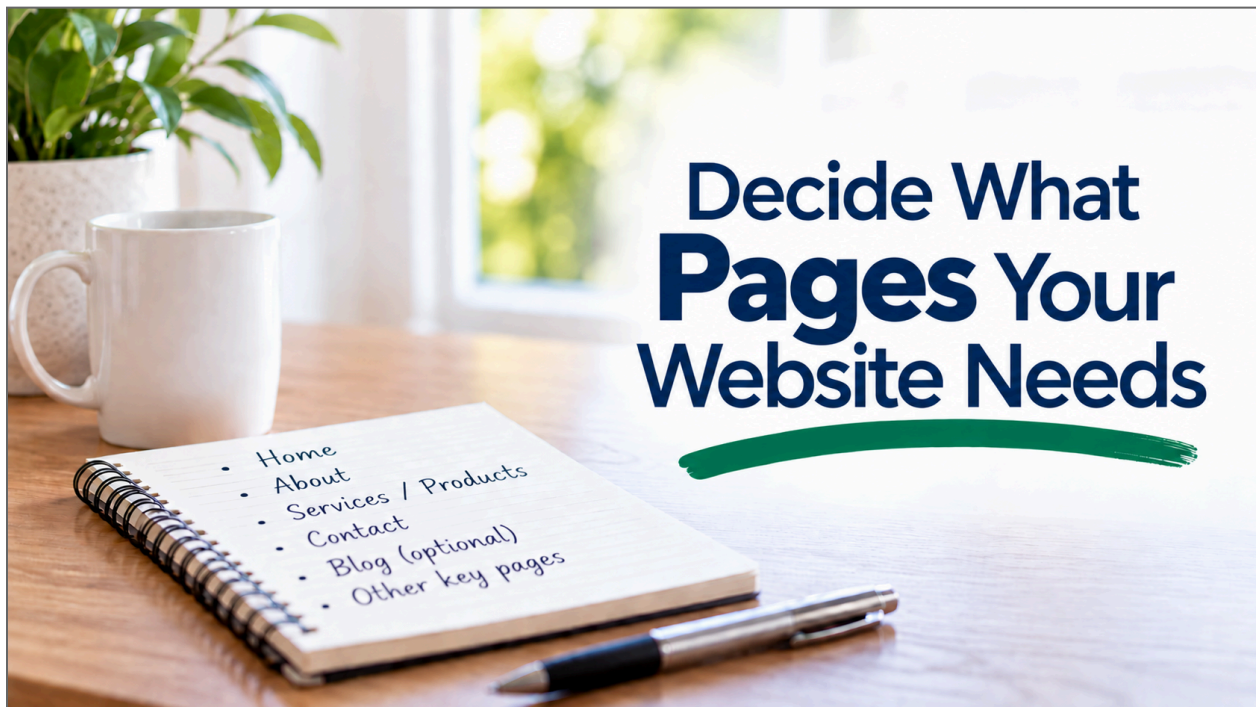
Don't make people figure out what they're supposed to do. Guide them.



Your Roadmap Question:

What is the most important action you want someone to take when they get to your website?

4: Decide What Pages Your Website Needs



Once you know the purpose of your website, your audience, and the action you want visitors to take, you can begin thinking about the pages you need.

You probably need fewer pages than you think.

A basic small business website might include:

Home: Introduces your business and helps visitors quickly understand who you are, what you do, and how you can help them.

About: Gives people a chance to learn more about you or your company and helps establish trust and credibility.

Services or Programs: Explains what you offer and how people can work with you or buy from you.

Contact: Makes it easy for people to reach you.

Blog: Use it to share articles, tips, news, resources, and other useful information. Not every website needs a blog, but it's great for the search engines. You can start a website and then add your Blog/Recent News later.

Privacy/Terms Policy: Every website needs a privacy policy and other terms and conditions.

Depending on your business, you may also need pages such as:

- Testimonials
- Frequently Asked Questions
- Events
- Speaking
- Books
- Courses
- Portfolio
- Resources

This is another place where it is easy to become overwhelmed by all the possibilities.

An experienced coach can guide and help you distinguish between what your website actually needs now and what you can add later.



Your Roadmap Question:

What pages does your website actually need? Write down your initial list. You can always add more pages later.

5: Gather and Create Your Content



This is a step that can save you an enormous amount of time.

Start gathering your content as you begin to build your website.

Your content includes things such as:

- Your business description
- Your biography
- Descriptions of your programs or services
- Testimonials
- Contact information
- Frequently asked questions
- Pricing information, if appropriate
- Photos
- Videos
- Free downloads or resources
- Social media links

This is one area where AI can be especially helpful.

If you've ever stared at a blank screen wondering what to write, AI can help you get started. It can brainstorm headlines, help organize a page, suggest questions your customers might have, or help you improve something you've already written.

But don't simply ask AI to "write my website" and copy everything it gives you.

Your website needs your knowledge, your experience, your personality, and your voice.

Think of AI as your writing assistant, not the owner of your business.

And when you're uncertain about what belongs on a particular page or whether your message is clear, feedback from a real person who understands websites and business can be extremely valuable.



Your Roadmap Question:

What content do you already have, and what content do you still need to create or gather? Make two lists: I already have / I still need.

6: Think About Your Website's Look & Feel



Now you can start thinking about design.

Notice that design comes after purpose, audience, pages, and content. That is intentional.

It is much easier to choose an appropriate design when you understand what the website needs to accomplish.

Think about how you want your business or organization to feel to someone who visits your website. For example:

- Professional
- Friendly
- Sophisticated
- Creative
- Calm
- Fun
- Elegant
- Approachable
- Modern
- Traditional

Start collecting examples of websites you like. Pay attention to what you like about them: the colors, fonts, white space, photography, simplicity, or layout.

AI can help you explore ideas for colors, images, layouts, and styles. But design decisions still benefit enormously from human judgment.

Something can look attractive and still be confusing or ineffective as a website.

A human coach can help you think not only about “Does this look good?” but also “Will this work well for the people visiting my website?”



Your Roadmap Question:

What three to five words describe how you want your website to look and feel? Then find two or three websites that reflect some of those qualities.

7: Choose Your Domain Name



Your domain name is your website's address on the Internet. For example: WebsiteCreationWorkshop.com or GraphicsCreationWorkshop.com.

If you already have a domain name, make sure you know:

- Where it is registered
- How to log into your account
- Whether your contact information is current
- When the domain renews
- Whether automatic renewal is turned on

If you don't have a domain name yet, look for something **easy to remember, easy to spell, easy to say out loud, and closely connected to your business or brand.**

AI can be a great tool for brainstorming domain name ideas, but don't rely on it to tell you whether a particular domain is actually available. You'll need to check with a domain registrar such as GoDaddy or Namecheap.

And before purchasing a domain you're unsure about, get another person's opinion. A name that makes perfect sense to you may be confusing to someone hearing it for the first time.

Your Domain Name and Web Hosting Are Different

This is an important distinction to understand before you begin.

Your **domain name** is the address people use to reach your website. Your **web hosting** is where the files that make up your website are stored.

Think of it this way:

Your **domain name** is like your **street address**.

Your **hosting account** is like the **property where your house is located**.

They work together, but they are not the same thing. You can purchase your domain and hosting from the same company, or you can use different companies.

There are countless hosting companies, plans, upgrades, add-ons, plugins, and services available. When you're new to websites, it can be difficult to know what you actually need.

AI can help explain the terminology and research your options. But experienced human guidance can help you avoid paying for things you don't need or choosing something that could make your website unnecessarily difficult to manage later.

And don't buy web hosting until you actually need it. If you're joining me in the Website Creation Workshop™, you'll build your website on a test site that we provide, so you don't need to purchase hosting right away.



Your Roadmap Question:

What domain name will you use for your website?

8: Think About the Features You Need



Before you build your website, think about what you need it to do. For example, will you need:

- A contact form
- An email newsletter signup
- Online appointment scheduling
- Online payments
- Online courses
- Event registration
- A photo gallery
- Video
- Social media integration
- Testimonials
- Search box
- A blog
- A shopping cart
- A membership area

You don't need to add every possible feature. And you don't need to do it all at once.

In fact, adding features you don't need can make your website unnecessarily complicated. Or maybe you need them, but just not initially.

This is another situation where AI can give you a long list of possibilities, but an experienced person can help you answer the more important question: What do you really need now?

Sometimes knowing what not to add is just as important as knowing what to add.



Your Roadmap Question:

What does your website need to do when it first launches? Separate your ideas into Must Have and Would Be Nice Later.

Don't Wait for Everything to Be Perfect



Planning is important. Perfection is not.

There is a point where planning can turn into procrastination.

You don't need to know everything before you begin.

You don't need a logo to start. In fact, I didn't have a logo for my business until well over a year into teaching my program. You don't need 25 pages. You don't need dozens of blog posts. And you don't need to know everything about website technology.

You also don't have to solve every problem by yourself.

Sometimes the thing that keeps people stuck isn't the difficulty of the problem. It's simply not knowing what to do next.

That's where having someone you can ask can make such a difference.

Your first goal is to create a website that clearly communicates:

- Who you are
- Who you help
- What you offer
- Why someone should trust you

- What you want them to do next

You can improve and expand your website over time.

Best Approach: You + Human Guidance + AI



Website creation has changed tremendously.

Today, AI gives us tools that can make many parts of creating a website easier.

We can use AI to brainstorm. We can use it to help write content or fix bad grammar. We can use it to generate ideas and images. We can ask it questions when we don't understand something.

And we should use those tools.

But AI doesn't replace the value of learning from and working with real people.

AI can give you an answer. A human can listen to your question, understand what you're trying to accomplish, look at what you've actually created, and help you decide whether that answer makes sense for you.

AI can give you ten different ways to do something. A good teacher can tell you, "For what you're trying to accomplish, here's the one I recommend."

And sometimes you don't need more information. You need someone to help you move forward.

That's why I believe the best approach to creating a website today is not human OR AI.

It's: You + Human Guidance + AI

Use the technology. Learn how AI can make your work easier. But have real people around you who can teach you, answer your questions, give you feedback, and help you when you get stuck.

Turn Your Roadmap Into a Real Website



Knowing what you need to do is an important first step.

But eventually you have to take that roadmap and turn it into an actual website.

That's exactly what I help people do in my Website Creation Workshop™.

I created the program specifically for non-techie business owners, entrepreneurs, authors, coaches, consultants, spiritual and holistic practitioners, and other professionals who want to create and manage their own website without feeling overwhelmed by the technology.

Instead of trying to piece everything together from random online videos, Google searches, AI answers, and conflicting advice, you'll have a structured, step-by-step process to follow.

And most importantly, you won't be doing it alone.

You'll Have Real People Helping You

The Website Creation Workshop™ includes group coaching, so when you have questions, get confused, or aren't sure what to do next, you have a place to get help.

You can bring your questions to the group. You can learn from questions other participants ask. You can get feedback. And you can keep moving forward instead of getting stuck for days trying to solve one problem by yourself.

We can also use AI as part of the process.

I'll show you ways you can work with AI to help brainstorm ideas, develop content, understand concepts, and make creating your website easier.

But you won't be depending on AI to guide you through the entire website-building process.

We'll use AI as a tool, while you learn with the support and guidance of real people.

And if you hate the concept of AI, or don't want to use it, you don't have to!

Now You're Ready to Start Building

The great thing about completing your Roadmap is that you've already thought through the most important aspects of your website. You have a plan based on your goals, your audience, the content you need, and what you want your website to accomplish.

That means you can start building with much more confidence and greatly reduce the chances of wasting time backtracking, redesigning, or starting over.

So where should you begin?

That depends somewhat on how you like to work. Some people prefer to start by creating their content, while others begin by organizing their pages. Many people, myself included, work on the content, organization, and design together as the website begins to take shape.



I do recommend that you **don't focus too much on the design at the beginning.**

One of the most common mistakes people make is choosing a domain name and theme design before they've really thought through the purpose and content of their website. As they begin building, they may discover that a different domain name would have been better or that the theme they chose doesn't work well for the website they actually need.

That's exactly the kind of backtracking your Roadmap is designed to help you avoid.

And this is also one of the reasons I believe there is a tremendous advantage to **learning how to build and manage your own website rather than simply handing the entire project over to a web developer.**

When you build your own site, you become much more familiar with how it works. You can make changes when you want to, add new content as your business grows, and make decisions about your website without having to contact someone else every time you need an update.

That doesn't mean you have to become a techie or do absolutely everything yourself. There may be times when it makes sense to get help. But understanding and having control over your own website gives you much more flexibility and independence.

It can also save you a tremendous amount of time and money. Starting over with a different design or making major changes later can easily cost you 10 or 20 hours. And if you're paying someone else to make those changes, it can cost you considerably more.

For many entrepreneurs, time is one of their most valuable resources. Delays in getting your website online can also mean delays in attracting clients, selling products or services, building your audience, or generating income.

That's why I encourage you to carefully think through the purpose, content, and organization of your website before getting caught up in the design and technical details.

And now that you've completed your Roadmap, you've already done much of that important thinking.

You're ready to move forward with a clearer plan, greater confidence, and a much better understanding of the website you want to create.

You Don't Have to Become a Techie

You don't need to become a programmer. You don't need to learn how to code. And you don't need to figure everything out by yourself.



What you need is a roadmap, the right tools, and someone to show you what to do, in what order, and what you can safely ignore.

That's what the Website Creation Workshop™ is designed to provide.

My goal isn't simply to help you get a website online.

I want you to understand your website well enough that when the workshop is over, you aren't afraid of it.

I want you to be able to log in, make changes, add content, update information, and continue growing

your website as your business grows.

If you're ready to stop putting off your website, stop trying to piece everything together on your own, and finally create your website with step-by-step instruction, human guidance, group coaching, and the smart use of AI, I'd love to have you join me.

Easily Create a Beautiful Website in WordPress, Even if You Hate Technology

Join me for a **FREE, Live Interactive Masterclass** where I'll show you how you can **create and manage your own WordPress website**. Yes, you can do this!

You'll discover:

1. **How to “fire” your web designer and take control of your own website**, even if you've never considered yourself a techie.
2. **What theme designs are and how to choose the right type** for your website.
3. **How to easily make changes to your website yourself**, in just minutes, without having to call a web designer or tech person every time you need an update.

You've created your Roadmap. Now let me show you how to turn it into a real website!



[Save My Spot for the Free Masterclass](https://websitecreationclass.com/thewebinars/)

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