APNA MEDIA · SURREY, BC

The Website Planning Workbook

The exact worksheet we use with clients before a build: what pages you need, what to write, what photos to gather, and how to launch so the phone actually rings.
A planned site beats a pretty one.

FREE · 15–20 MINUTES · PEN OR KEYBOARD

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START HERE

How to use this workbook

Most websites fail before anyone writes a line of code: nobody decided what the site is *for*. This workbook fixes that in 15–20 minutes. Answer honestly, guess where you have to, and keep it short — point form beats perfect sentences.

Three ground rules. One: write for your customer, not your competitors. Two: if a page doesn't help someone call, book, order or visit, it probably doesn't belong on the site. Three: bring this workbook to whoever builds your site — a good builder will thank you for it.

WORKSHEET 1

Your business on one page

If you can't say this on one page, your homepage won't be able to either.

Business name, and the name customers actually call you

What you sell, in one plain sentence
Not "solutions." What does a customer hand you money for?

Your 3 main services or products (the ones that make the money)

Who buys from you? Describe your best customer
Age, neighbourhood, what they care about, what they Google.

Where do your customers come from?
Neighbourhoods and cities — Newton, Fleetwood, Guildford, Cloverdale, Delta, Langley…

What makes you different from the place down the street?

☐ I could answer all of this without checking anything. If not, that's the first thing to fix.

WORKSHEET 2

What your website has to do

A website is a tool, not a trophy. Tick every outcome you want, then number your top 3 — those decide what goes on the homepage and what your main button says.

- ☐ Phone calls
- ☐ Online bookings or reservations
- ☐ Directions and walk-ins
- ☐ Hiring — applications from good people
- ☐ Quote / estimate requests
- ☐ Online orders
- ☐ Looking established for bigger jobs and contracts
- ☐ Selling gift cards or products

My top 3, in order: 1) _____ 2) _____ 3) _____

Now the numbers. Rough is fine.

How many calls or jobs a week do you get now?

How many would make a new website worth it?

Your average job, order or appointment is worth about $

Do the maths: extra jobs per month × your average value = what this site has to earn. If 4 extra jobs a month at $500 is $2,000, a site that costs a fraction of that is not an expense — it's staff you don't have to hire.

The one action every visitor should take (your main button will say exactly this)
"Call now." "Book a cut." "Get my free quote." Pick one.

Six months from now, the site is a success if...

WORKSHEET 3 · PART 1

Your pages: the 7 you need

Nearly every Surrey service business needs the same 7 pages. Tick what you already have; the rest is your build list.

- ☐ **Home** — what you do, where, proof, one clear button. Most visitors never go deeper.
- ☐ **One page per main service** — a page for “hair colour in Surrey” beats one page that lists everything.
- ☐ **About** — who you are, how long you've been at it, real faces. People buy from people.
- ☐ **Reviews & results** — your Google rating, real reviews, before-and-afters, numbers you can back up.
- ☐ **Gallery / our work** — photos of real jobs, not stock. This page sells while you work.
- ☐ **Prices or packages** — even “from” prices. Hiding prices doesn't create calls; it creates suspicion.
- ☐ **Contact** — tap-to-call number, hours, map, parking, and a short form. On every page, not just this one.

The 3 you don't need (yet)

A blog with two posts from 2023 — an empty blog tells Google and customers you've stopped caring. Launch without it; add it when you'll feed it. **A “coming soon” page** — it collects nothing and ranks for nothing. **A page copied from a competitor** — their words describe their business, and Google knows whose came first.

Your page list — fill in the ones you'll launch with

Page	What goes on it	Have it?

WORKSHEET 3 · PART 2

Your homepage, section by section

Your homepage has about five seconds. Plan it top to bottom — write the actual words you'll use in the right column.

Section	Why it's there	Your content
Top bar	Phone number and hours. Always visible.	My number, as customers dial it:
Headline	What you do + where, in one line. “Plumbing in Newton” beats “Welcome to our website.”	My headline:
Trust strip	Google rating, review count, years in business, licences.	My proof numbers:
Services	Each main service, one line each, linked to its own page.	My services, in money order:
Real photos	Your shop, your team, your work. Not stock.	First photo a visitor sees:
Reviews	3–5 real reviews with names. Recent beats perfect.	My best review is from:
How it works	Three steps from first click to paid job. Removes fear.	Step 1 / 2 / 3:
Service area + final ask	Where you work, then the button again.	Areas I serve:

Content checklist — what you have, what you're missing

	Have it	Need it
Logo file (not a photo of the logo)	☐	☐
Full service list with prices or “from” prices	☐	☐
A one-paragraph description of each main service	☐	☐
Opening hours, including holiday hours	☐	☐
Licence and insurance numbers (if your trade shows them)	☐	☐
Team names and a line about each person	☐	☐
Your best reviews, copied word for word	☐	☐
Booking link or the phone number you actually answer	☐	☐

WORKSHEET 3 · PART 3

Photo & video shot list

Real photos beat stock photos every time — customers can smell stock. Hand this list to whoever on your team has the best phone. Shoot in daylight, wipe the lens first, and take three of everything: wide, medium, close.

- [ ] Your storefront or truck, on a bright day, sign readable
- [ ] You and your team at work — action, not posing
- [ ] Hands doing the craft: the cut, the weld, the plating, the install
- [ ] Finished jobs: at least 5, shot the way a customer would see them
- [ ] Before-and-after pairs (same angle, same light)
- [ ] Inside the shop: clean, busy, welcoming
- [ ] Your tools, equipment or ingredients — the quality tells the story
- [ ] A happy customer (ask first, and ask for the review while you're at it)
- [ ] Your signage and the street outside, so people recognise the place
- [ ] You, the owner, portrait-style — people trust a face

Three short videos (vertical, phone is fine)

- [ ] 15 seconds: walk from the door to the counter or chair, steady and bright
- [ ] 30 seconds: “Watch how we do _____” — one job, start to finish
- [ ] 20 seconds: you on camera — “Hi, I'm ____ from ____. Here's what we do.”

The rules that make phone photos look professional: daylight over flash, every time. Tap the subject on screen to focus. Shoot horizontal for the website, vertical for social. No filters, no blurry, no dark. If you'd be embarrassed to print it, reshoot it.

Photos I already have — where are they? (phone, folder, a photographer's link)

Who will shoot what's missing, and by when?

WORKSHEET 4

Your Google presence self-check

For most Surrey businesses, Google brings more customers than the website itself. Your Google Business Profile is free — the only cost is an hour of honesty. Tick what's true today.

- ☐ My profile is claimed and verified — I can log in and edit it
- ☐ Business name, address and phone match my signage and website exactly
- ☐ Hours are right, including holidays and special hours
- ☐ My main category is the most specific one (e.g. “Hair salon,” not “Salon”)
- ☐ My services are listed, with prices where I can show them
- ☐ I have 10+ real photos: storefront, inside, team, work
- ☐ Photos were added in the last 3 months, not just at setup
- ☐ I reply to reviews — good and bad
- ☐ I have a short review link I can text to a customer
- ☐ Someone checks the profile every month (named below)

Your score today: Google rating _____ · Number of reviews _____ · Photos on the profile _____ · Searched “[my service] + [my neighbourhood]” — I show up: Yes / No / On page 2

The review-ask script that actually gets answered

Text this within a day of the job, while they're still happy:

“Hi [name], thanks for coming in today. If you were happy with [the job], a quick Google review really helps a small shop like ours — it takes about a minute: [your review link]. And if anything wasn't right, reply here first and I'll fix it. — [your name]”

Why it works: it's personal, it's one tap, and it gives unhappy customers a private door instead of a public one. Thank every review publicly. Never pay for reviews or offer discounts for them — Google removes those, and customers can tell.

Three happy customers I'll text this week

WORKSHEET 5

Know your competitors

Google your main service + Surrey, then again with your neighbourhood, on your phone — that's what customers see. Write down who shows up in the top 3 and in the map results. You're not copying them; you're finding the gaps.

Competitor 1

Name & where they rank	
Google rating & review count	
What their site does better than yours	
What customers praise in their reviews	

Competitor 2

Name & where they rank	
Google rating & review count	
What their site does better than yours	
What customers praise in their reviews	

Competitor 3

Name & where they rank	
Google rating & review count	
What their site does better than yours	
What customers praise in their reviews	

Who's #1 on the map — and what do you think is doing it? (reviews? photos? hours? categories?)

What do customers complain about in competitors' reviews that you can honestly win on?

The searches I'll re-check after my site launches

e.g. "plumber Newton," "best hair salon near me," "takeout Surrey."

WORKSHEET 6

Budget & timeline: the reality check

Websites don't fail on price. They fail on vague budgets and impossible dates. Answer these before you talk to anyone — including us.

What could you honestly put toward this each month without it hurting?

When does it need to be live — and what happens that week? (season, event, lease, opening)

After launch, who updates it — you, a staff member, or nobody? (Nobody is an answer. Plan for it.)

If you build it yourself: how many hours a week, honestly, for the next two months?

The three ways to pay, honestly

Build it yourself	Cheapest in cash, most expensive in weekends. Builders like Wix or Squarespace are fine tools — the cost is your time learning them, writing everything, and fixing what you can't see.
Hire a freelancer	One person, one price, wildly variable. Great ones exist. Ask who hosts it, who fixes it at 9 PM, and what happens when they get busy or move on.
Agency on a monthly plan	Predictable monthly cost, a team instead of a person, and someone accountable for updates, backups and Google. You're paying to never think about it.

What it costs with us — published prices

Website	**$49/mo**	All-in monthly plan. No big upfront bill.
Website + SEO bundle	**$150/mo**	The site, plus ongoing work to get it found.
Local SEO plans	**$300 / $500 / $750**	Per month, by how hard your market fights back.

These are Apna Media's published prices — the same numbers on our pricing page, no quote games. Video, social media and branding are quoted flat, in writing, after we see the job.

Count backwards from your deadline: this workbook (a day) build (weeks, not months) Google updates (days to show). If you need it for a busy season — patio season, wedding season, Diwali, Christmas — start at least 6 weeks out. My start date: _____

WORKSHEET 7

Your decision & next step

You've done the part most businesses skip. Now decide how the site gets built — and notice that either way, the work in this workbook was unavoidable. Content is the job; the builder is just who does the typing.

Build it myself	**Pros:** lowest cash cost; you learn your own site. **Cons:** your evenings; easy to stall at 80% done; nobody to call when it breaks; Google and reviews still on you.
Hire it out	**Pros:** done in weeks; design, hosting, updates and Google handled; one throat to choke. **Cons:** a real monthly cost; you still have to supply photos, prices and answers — this workbook, basically.

My decision

- ☐ Build it myself, using this workbook as the plan
- ☐ Get quotes — I'll send this workbook to builders so we're comparing the same job
- ☐ Talk to Apna Media first

Start date I'm committing to

YOUR FREE FIT CALL — 20 MINUTES, NO PITCH

Bring this workbook. We'll tell you straight what we'd do, what it costs on the published prices above, and what you can do yourself for free. If we're not the right fit, you still leave with a plan — that's the deal.

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