AIFreeForever

The Website Planning Guide for 2026

A website is easier to make when you plan it first. This guide shows what to decide before you make a website: what it is for, the pages you need, the words for each page, the details to have ready, and a checklist before you publish.

Decide what the website is for

- **Website or blog:** a website shows a business, a person or a project. A blog is mostly posts that you add over time.
- **Who it is for:** write down who will visit, such as local customers, new clients or readers.
- **The one main action:** choose what a visitor should do most, such as call you, book, buy, or send a message.
- **Your name:** the business or website name. It can also become the website address.

Describe it in one sentence

- **Say the kind of business and the place:** "A website for my bakery in Leeds" works better than "A website".
- **Add what makes it different:** "family run since 1998", "same-day repairs" or "vegan cakes only".
- **Name the look you like:** warm and friendly, clean and modern, bold, or calm.

The pages most websites need

Page	What it says
Home	What you do, who it is for, and the one main action, near the top.
About	Who you are, how you started and why people can trust you.
Services or menu	What you offer, with a short line for each and the price if you show it.
Shop	Only if you sell products online: each product with a picture and a price.
Blog	Only if you will add posts: news, tips and answers to common questions.
Contact	A contact form, your email or phone, your opening hours and your area.

The words for each page

- **Headings:** short and plain. Say what the visitor gets, such as "Fresh bread every morning".
- **Paragraphs:** two or three short sentences each. Talk to the visitor as "you".
- **Buttons:** say the action, such as "Book a visit" or "Get a quote".
- **Facts only:** do not add reviews, numbers or awards you do not have.

My website plan

Website or blog: _____

Name: _____

What it is for: _____

Who will visit: _____

Main action: _____

Pages: _____

Look: _____

Contact details: _____

Before you publish

☐ The home page says what I do and who it is for.

☐ Every button leads to the right page or form.

☐ My phone number, email and opening hours are correct.

☐ The website looks right on a phone as well as a computer.

☐ Every fact on the website is true for my business.

On AIFreeForever, the AI Website Builder asks these planning questions for you in the chat, then builds the pages. You can publish at a free name.aiwebsite.site address, connect your own domain, or download the website as HTML or as a WordPress theme.

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