

# Matcha Tea Latte Recipe

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On my recent trip to the Pacific Northwest, which included a stop in [Bend, Oregon](#) on the way home, matcha tea lattes as my morning staple before hitting the trails.

They are easy to make, offer a whole host of antioxidants, and also give me the non-jittery caffeine boost I sometimes needed after a night of little sleep.

The creamy cup of warm goodness took the chill off the cool summer mornings (like this one overlooking the San Juan Islands). Or, you can also pour your matcha mixture over ice on hot afternoons. Delicious either way!

## Ingredients:

- 1 tsp matcha powder (I travel with [Navitas](#), but also like Portland's [Townshend's](#))
- 2 tsp Laird Superfood Creamer
- 2-3 TBSP honey
- 1 ounce hot water
- 8 ounces Macadamia milk ([Milkadamia](#) original is my preference)

## Instructions:

1. Add the first four ingredients to your mug.
2. Whisk with a [bamboo whisk](#) or a metal whisk until completely dissolved. Bamboo whisks are gentle on the matcha and also help it dissolve more completely. So if you like matcha, I recommend making the investment! Otherwise, use what you have.
3. Once the matcha mixture is completely dissolved, heat the milk. When camping, I heat my milk on the stovetop. Or when I have an electrical outlet, I use my [frothing pitcher](#).
4. Pour the hot milk into your mug (over the matcha mixture).
5. Taste, and add more sweetener if desired.
6. Enjoy immediately (although trying not to guzzle down this goodness is quite a challenge sometimes).

Note: For the iced version, follow steps 1 and 2. Then, fill a cup with ice and add your cold milk of choice to the matcha mixture.



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Over the past decade, I've designed numerous websites for my own brands and many other small businesses. The easiest part for me is creating content, as I love to write and produce images. I'm a quick learner, and in the beginning, often found it helpful to use online templates as a foundation for my design work.

In almost every case, though, I ended up collaborating with a web developer to handle the more complicated coding elements. This is where I noticed problems occur. There were often gaps between how my ideas were shared and how they were implemented virtually on my site. This led to frustration, time delays, and an increased overall cost to bring my website to life. These issues could have been avoided through proper preparation and clear communication.

There are many steps you can take before working with a web developer, and I'll share them with you below. In fact, following them can actually make the designing your yoga website fun! Please note, if you have an existing website already, you can review it using the topics below to keep your site fresh. This ongoing improvement will set you apart in the online space.

Below is a brief review of the 5 steps followed by an in-depth questionnaire to clarify your ideas.

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## 5 STEPS TO DESIGN A WEBSITE

### STEP 1: RECRUIT A GREAT TEAM

While you might be doing most of the design work in the following steps, working with a team of people can elicit the best possible website for your brand. This team could include a variety of professionals, including a:

- Web developer
- Professional photographer
- Content editor
- Marketing specialist, and
- Graphic designer

Who might you want on your team to turn your ideas into a reality?

### STEP 2: UNDERSTAND THE TERMS

While you might already spend a lot of time on the internet, you may not be familiar with important terms involved in the day-to-day surfing that you do. When you then go to work with

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others to build out your site, terminology in the industry might be confusing or intimidating. To help reduce anxiety or frustration, take some time to understand website-related terms.

## STEP 3: DO SOME RESEARCH

There are billions of websites that are on the internet today. The most successful ones are attractive, engaging, and easy to navigate. Look for existing yoga websites that have these attributes, and use their platform as a way to clarify what you want to include on your own site. Find four sites that resonate with you, and write about the details you like on each site.

## STEP 4: CLARIFY YOUR IDEAS

The questionnaire that follows will allow you to refine what aspects you want to include in your own website based on your research and own creative inspiration.

## STEP 5: BUILD ENGAGING CONTENT

Great content on your yoga website is one of the best indicators of long-term success for your brand in this digital age. In order to connect with your visitors, consider their interests. Think about what questions they have, and how you might be able to provide answers for them.

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## STEP 4 QUESTIONNAIRE

The questions below are designed to stimulate creativity and focus about your yoga business. With more clarity about who you are and what you want to provide via your website, the quicker and more efficiently your website can be constructed.

There is no particular order for this next section. It broadly covers the contacts within your organization, as well as the message you want delivered to your customers or clients. It also asks for color preferences, animation ideas, and overall feeling for your site.

Take your time with this process. We recommend you print these pages and answer the questions thoroughly. Doing this will save your web developer time when putting your site together and it will save you money to have them do it. Plus, they can have your ideas with them when they actually do the work.

### Primary Contacts

- Who are the primary contacts from your organization?
- Who has final approval on the project?
- Please list all of the names, titles, email addresses and phone numbers of each individual.

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## Launch Date

- By what date would you like to have a website developed and live to the world?
- Are there any outside considerations that may affect the schedule, such as vacations, family obligations, other job/career responsibilities?
- Can you or a web developer work within your timeline?

## Website Objectives

Website objectives usually mirror the goals of your business as a whole. In this case, we're looking to find out why you are creating this online site. Perhaps you want to increase sales, enhance your marketing and branding awareness, or share information about your business. These include both short and long term goals.

- What are your primary online business objectives with the web site design?
- What are your secondary objectives?

## Define your Business

- How would you describe your line of work to the mainstream, average website reader?
- If you work in a specialty field, how can you communicate what you do in layman terms?

## Mission Statement/Business Focus

It is important to have a clear, state purpose for your business and your website. This is usually found on your homepage.

- What do you want your clients and customers saying about you or the purpose of your business?
- What do you want them to remember most after looking at your web page?

## Define your Audience

Describe a typical user coming to your site. Use as much detail as possible in portraying your target user. Consider any traits of a secondary or tertiary audience, if necessary.

- How often is the user online and why do they use the internet?
- How old is the user and what do they do for a living?

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- What is the primary action the user should take when coming to your site?
- Do they want to purchase a product/service, become a member, or search for information? Is there any other action you would want them to take?
- How do you want to capture the email addresses and information of those visiting your website?
- What are the reasons why the target user choose to work with you? Consider the cost, service, value and information.
- How does your company differentiate itself from other yoga businesses in your area?

## Gather Market Data

- Is anyone else doing what you are doing? Offering what you are offering? If so, list those companies (use URL or website address):
- What can you learn from their sites? What do you like? What do you dislike?

## Type of Website

There are several types of websites that are created based on your overall business purpose. Often people will start with one type of website and then change their vision based on new, evolving ideas. They may also maintain two web sites for different purposes. These can be developed in phases. The types of websites include:

- An Introductory Site—like a business card online
- Informational—A Web Brochure Site
- Commercial Site for product sales
- Other (search engine, directory, etc)

What type of website do you want to initially develop? Why did you choose this option?

## Style

Style refers to the look and feel of your website. Below are several styles currently utilized on the Internet. Mark the items that best describe the style you want exhibited on your web page. Choose no more than four styles and then rank them in order of importance to you by placing a number on the line next to the description you circled.

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Hi- tech (techy): \_\_\_\_\_

Contemporary(cutting edge): \_\_\_\_\_

Traditional: \_\_\_\_\_

Personable: \_\_\_\_\_

Casual: \_\_\_\_\_

Friendly: \_\_\_\_\_

Flashy: \_\_\_\_\_

Cute: \_\_\_\_\_

Conservative: \_\_\_\_\_

Business: \_\_\_\_\_

Professional: \_\_\_\_\_

Serious: \_\_\_\_\_

Expert: \_\_\_\_\_

Progressive: \_\_\_\_\_

Strong: \_\_\_\_\_

Humorous: \_\_\_\_\_

Service Oriented: \_\_\_\_\_

Other: \_\_\_\_\_

## Website Theme

A theme helps create a tone for you website. It creates the feeling or mood you're trying to convey to your audience. This will help express your goals and purpose for your website visually, verbally, and kinesthetically.

- How will you appeal to the senses of your audience? What will they see that attracts their attention?
- What words will they relate to most?
- How will they feel when visiting your site?
- What emotional response would you like your audience to experience?
- What is the stated theme do you wish to express on your website, if any?
- What tone or images do you want to portray?

## Character of your Website

Character is a word used to describe the personality and values that you would like your audience to think about when visiting your website. Character is similar to a theme, but is deals more with the focus of your site.

- What specific qualities, feelings, or values would you like to share with others?

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- What unique personality traits do you have that would draw someone to your website over another website? List these traits and be as concise as possible. Outline format usually works well to get your ideas on paper and into your website in a tangible way.
- Does the audience need to know you personally?
- Or do you want the audience to simply know your product/studio/community?

## Website Benefits

Benefits are a way to describe what you wish to accomplish with your website.

- What are the outcomes and direct benefits you want your website to receive?.

## Social Media Connections

Your online presence extends far beyond your website. Make sure that your customers can interact with you in as many ways as possible. But, be realistic. Have images of those social media sites on your webpage, and have them link externally to your pages on social media sites.

- What social media outlets are you using regularly?
- Do you have a consistent handle for each of them?
- Do you want social media content to show up on your site automatically?

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## PUTTING IT TOGETHER

Now that you've added clarity to your message, website theme, and overall composition of your website, it's important to begin developing your own website. Although you might have help from a web professional, doing a lot of the background work on your own will make the production part of the process much easier.