

Website Worksheet

ORGANIZING YOUR WEBSITE CONTENT



Website Worksheet

WEBSITE GOALS

- What is your overall objective for your website?

For example: In addition to reading information about your business, do you want to encourage people to call, email, or make appointments online?

- Who is your target audience?

For example: Homeowners, seniors, busy professionals?

- Where is your target audience?

For example: Within a 10-mile radius, city-wide, national?

- How much information do you want to provide on your website?

For example: In-depth information vs. a basic overview?

- Do you want to increase referrals with your site?

Yes, No, Not Sure?

- Do you want to collect visitors' contact information?

Yes, No, Not Sure?

- Do you want to sell products or services on your site?

Yes, No, Not Sure?

- If so, do you want to process payments on your site?

Yes, No, Not Sure?

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IMAGE & STYLE

- What kind of image do you want to project?

For example: Traditional, contemporary, conservative, fun?

- What mood do you want to project?

For example: Intellectual, professional, excitement, fun?

- Do you already have any color schemes in mind?
- Do you have a logo?
- Do you have any existing photos or illustrations you would like to use?
- What are some other websites that have a visual style that appeal to you?
- What are some of your competitors' website?

WEBSITE CONTENT & PAGES

- Which page types should your website include?

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> About us (who you are) | <input type="checkbox"/> Portfolio (examples) | <input type="checkbox"/> Other:_____ |
| <input type="checkbox"/> Services (what you do) | <input type="checkbox"/> Contact us | <input type="checkbox"/> Other:_____ |
| <input type="checkbox"/> Products (what you sell) | <input type="checkbox"/> Blog | <input type="checkbox"/> Other:_____ |

- What element types should your website include?

- | | | | |
|--|---|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Pricelist | <input type="checkbox"/> FAQ | <input type="checkbox"/> Resources |
| <input type="checkbox"/> Photo gallery | <input type="checkbox"/> Team bios | <input type="checkbox"/> News | <input type="checkbox"/> Contact form |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> Online payment | <input type="checkbox"/> Other:_____ | |

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CONTENT ORGANIZATION FOR MAIN PAGES

ABOUT US

WHAT DO YOU DO

SERVICE LISTING

PRICING

CONTACT INFORMATION

Website Worksheet

OTHER
