



# Website Planning Worksheet

**Step-by-step guide:** Developing your website is easier than you think. This worksheet will guide you through building the top five most important Web pages and creating a solid foundation for your business website.

## Get your business online in 5 simple steps.

### 1. Get a website address.

Choose your website address carefully. Deciding on a domain name is just as important as choosing the name of your company. **This is your identity on the Web.** You want a name that not only fits your business, but is also easy to spell and remember.

### 2. Choose how you'll build it.

When it comes to building your website, there are a lot of choices out there. Do you build it yourself or hire a designer? Ask yourself a few questions: What's my budget? Do I have time to build and update my site? How technical am I? Not to worry, **there are options to fit every budget and every skill level.**

### 3. Build your website.

Your website can grow to do whatever you want, but a good small business website is usually made up of **five core pages: Home, About Us, Products/Services, Testimonials and Contact.** These pages set the right expectation for visitors and cover your basic business needs.

### 4. Create content.

Creating content doesn't have to be difficult. It might seem overwhelming, but don't over-think it. Keep it simple and to the point, **leverage content from existing material** (business plans, brochures) and in the beginning, use your phone for photos.

### 5. Publish and promote.

Tell your friends. Tell your family. Tell strangers in the checkout line. Put your site on your business cards. Add your Web address to your email signature and your Facebook profile. **Join free listing sites like yellowpages.com®, Google® Places, Yelp® and Foursquare®.**

**Need help getting started? Speak with a small business Web expert. Available 24/7.  
Call 480.463.8840 or visit [godaddy.com/smallbusiness](http://godaddy.com/smallbusiness)**

## Get started:

Website Address (domain name) \_\_\_\_\_

### Design Objectives

Choose a website design that reflects and supports your answers.

What is the objective of your website? \_\_\_\_\_  
\_\_\_\_\_

Who is your target audience? \_\_\_\_\_  
\_\_\_\_\_

How do you want them to feel about your website? (e.g., professional, edgy, fun) \_\_\_\_\_  
\_\_\_\_\_

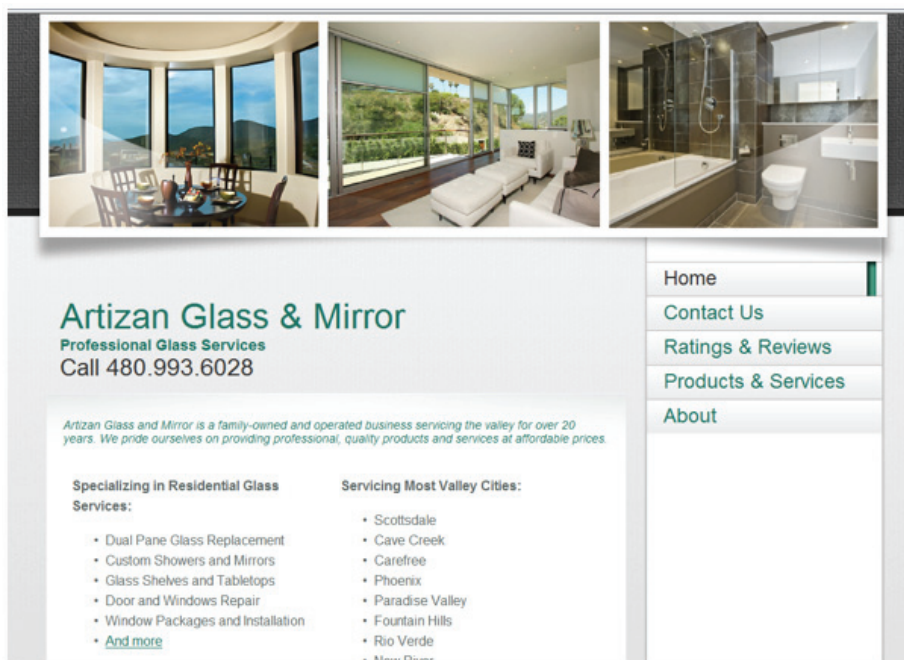
Do you have a business logo? \_\_\_\_\_

**Tip:** If yes, choose colors for your website that complement your logo.

### Content Development – 5 Page Website

The five basic pages every business website should have:

- Home
- Contact Us
- Testimonials
- Products & Services
- About Us



## Home Page

On your home page, you want to include the top things visitors need to know in order to decide to do business with you. Who are you? What do you do/sell? Why should I trust you? How do I contact you?

**Describe your business in one short sentence. (tagline)** \_\_\_\_\_

**Example:** *Professional residential glass replacement done fast – at reasonable prices*

**Describe your business and what's great about it in just a few sentences.** \_\_\_\_\_

**Call-to-Action** What is the one, most important thing you want your visitors to do before they leave your site? Be clear, concise and tell the what you want them to do.

**Examples:** *Call for a quote • Schedule appointment online • Watch our demo • Sign up for a class • Donate now • Email us for a free quote*

**Primary Contact Information** Include one primary way for customers to contact your business on the home page; typically, this is your phone number. Your “Contact Us” page can include all of the various ways to contact your business.

**Products/Services Section** Include a short bulleted list or a few photos of your products and services on the home page, and then add a link to the full product/services page to view all.

**Example:** *Specializing in Residential Glass Services:*

- *Dual Pane Glass Replacement*
- *Custom Showers and Mirrors*
- *Glass Shelves and Tabletops*
- *Door and Window Repair*
- *Window Packages and Installation*
- *And more*

List general categories of products or services. \_\_\_\_\_

## Sign Up Form

What information do you need to collect? (*i.e. email, name, phone, etc.*)

**Tip:** *The less information you require, the more sign ups you'll get.*

How will you motivate visitors to sign up? Very briefly describe why your visitors should sign up and include this with your sign up form.

**Example:** (*“Sign up for exclusive deals and VIP access to special events”*)

**Credibility** Include one customer quote or review on the home page and link to the testimonial page for visitors to read them all.

## Products/Services page

List the general categories of products/services you offer \_\_\_\_\_

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### Describe products/services in more detail

Name of product/service	Brief Description
<i>Hot Rock Massage</i>	<i>Hot Rock Massage provides a deeply relaxing experience for the body, mind and spirit.</i>
_____	_____
_____	_____
_____	_____

### Based on your business, you may want to include:

- Product images. If images are too small or you don't include enough product angles, visitors may abandon your site and purchase elsewhere.
- Pricing
- Payment options
- Return policy, warranties or guarantees
- Shipping options and timeframes

## About page

Describe your business in a few short paragraphs. How did you start it and why? What do you do differently than other businesses?

Get personal, get passionate. \_\_\_\_\_

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### Other things to consider:

- Photos of yourself or your staff
- A biography on your expertise
- Company or product awards
- Testimonials or quotes from your customers that are specific to why they do business with your company.

## Testimonials page

Increase visitor confidence and trust by adding recommendations, quotes and testimonials from your customers.

Based on your business, you may want to include:

- Ask top customers to write a few sentences about your products and/or services.
- Ratings & Review sites – join (it's free to list your business) and encourage customers to rate your business. Do a little research to find which ones are relevant to your business.
  - Yelp® • Angie's List® • Yellowpages.com® • Local.com® • Google Places® • Foursquare® • Citysearch® • And many more...

## Contact Us page

How do you want customers to contact your business?

- Phone number \_\_\_\_\_
- Hours of operation \_\_\_\_\_
- Physical address, directions, map to location \_\_\_\_\_
- Email (*Look professional. Make sure your email address matches your website address.*) \_\_\_\_\_
- Depending on your business, you may want to add contact "categories."

**For example:**

*Product Returns – send to P.O. Box*

*Billing Issues – email us at [billing@mycoolnewbusiness.net](mailto:billing@mycoolnewbusiness.net)*

*Customer Support – call (800) 555-1212*

**TIP:** Choose the most important way for customers to contact you and put it on every page of your website. Most importantly, add it prominently to your home page.