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| Organize Your Ideas - Worksheet |
| What information is important to include on your site? | What do you want people to know about you? | What is your mission and vision? | How will users contact and/or interact with you? |
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| Who is your viewing audience? | How will you display your business through your website? | How will you match your brand with your site? | What special features will you have on your site? |
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| Organize Your Ideas - Example |
| What information is important to include on your site? | What do you want people to know about you? | What is your mission and vision? | How will users contact and/or interact with you? |
|  Details about Products/Services Contact Information Hours of Operation Location |  Set the scene by introducing the characters and status quo. Introduce the problem that caused you to act. Explain how you found a solution and the challenges you faced. Share the milestones your business has hit. Describe the future for your company or state its mission and goals. |  A mission statement is a concise explanation of the organization's reason for existence. It describes the organization's purpose and its overall intention.  A vision statement describes what a company desires to achieve in the long-run, generally in a time frame of five to ten years, or sometimes even longer.   |  Email Work Phone Facebook/Messenger Website Contact Form |
| Who is your viewing audience? | How will you display your business through your website? | How will you match your brand with your site? | What special features will you have on your site? |
|  Who are your customers?  What are the demographics of your customers—age, gender, income, race/ethnicity etc? What is the reason customers come to your website? What are they looking for?  |  Showing the face of the company, staff, or building Pictures of team members Video of employees, development of a product, or working with customer Pictures of the business’ work  |  Add a logo or icon Add a watermark Give images a theme Use brand colors Add a design element Use consistent typography Make it black and white Add a filter Create templates |  Calendar of events Testimonials FAQs Graphs Chat boxes Links to internal and external website pages Pop-up boxes |