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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? |
|  |  |  |  |
| 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 |