

Website & Web Strategy Communication Worksheet

1. The Customer – Who Is Your Website For?

- Describe your primary target audience (demographics, needs, challenges):

 - What is the main problem your audience wants solved?

 - What feelings or beliefs do you want your visitors to have when they arrive?

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2. The Clear Message – What Do You Want to Say?

- Write a one-sentence statement that clearly tells visitors what you offer and how it benefits them:

 - List 3 key benefits or value propositions your website should highlight:
 1. _____
 2. _____
 3. _____
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3. The Plan – How Do You Want Visitors to Engage?

- What is the primary action you want visitors to take? (e.g., schedule a consultation, buy a product, sign up for newsletter)

- Outline the simplest 3-step process for a visitor to take that action:
 1. _____
 2. _____
 3. _____

4. The Website Structure – Wireframe Essentials

Using the wireframe concept, please specify what content or elements you want in each key section of your website:

- Header (Top of page):

(Logo, tagline, navigation menu, call-to-action)

- Hero Section (First screen visitors see):

(Headline, subheadline, main call-to-action button, image/video)

- About/Why Us Section:

(Brief story, mission, or company values that build trust)

- Services or Products Section:

(List and brief description of core offerings)

- How It Works / Process Section:

(Explain your simple process or plan in 3 to 5 steps)

- Testimonials / Social Proof Section:

(Customer reviews, logos, case studies)

- Call to Action / Contact Section:

(Final call to engage, contact form, phone/email)

5. Visual & Brand Preferences

- Describe the desired look and feel of your website (e.g., modern, friendly, professional, bold):

- Any preferred color schemes, fonts, or styles?

- Are there any websites you like for style or functionality? List URLs and what you like about them:

1.

 2.

 3.

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6. Web Strategy & Marketing Integration

- What are your main marketing goals for the website? (e.g., lead generation, brand awareness, ecommerce sales)

- Will you integrate email marketing, social media, SEO, paid ads? If yes, specify:

- What analytics or tracking tools do you want installed? (Google Analytics, Facebook Pixel, etc.)

7. Maintenance & Future Plans

- Who will be responsible for updating the website content?

- How often do you plan to update or add new content?

- Do you anticipate needing ecommerce or membership functionality in the future?

8. Budget & Timeline

- What is your budget range for website design and development?

- What is your desired launch date?

Final Notes / Additional Requests

Please share any other details, questions, or special features you want to include:
