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# Your Website Strategy

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# Your Website Strategy

Before anyone can build your website, you need to know what you want. This document will guide the entire development of your website, so your answers matter.

## Goals: Getting Your Money's Worth

What are the 3 most important things you need your website to do for you?

- 1)
- 2)
- 3)

As the project goes along, we'll come back to these 3 goals again and again to make sure we're on the right path. Once you've launched your site, we'll measure your success against these 3 criteria -- so think carefully.

## Your Customers

Think about the kinds of customers you get most often: their ages, income, location. If you don't have any yet, think what kind you'd like to have.

**Describe the 5 most common types of customers.**

*Example: "Couples in the 30-55 range, urban professionals"*

- 1)
- 2)
- 3)
- 4)
- 5)

Pretend you're each of those customers.

**What are the top 5 things you want to do on this website?**

*Example: "1) Find out when the courses are running. 2) Find out the price of each course."*

- 1)
- 2)



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3)

4)

5)

## How Your Business Will Help People

**What are your services or products?**

**What do your services do for your customers? How do they make them feel?**

*Example: "My professional organizing services help people de-clutter their lives. It makes them feel more in control, relaxed and happy."*

## Your Brand

**How are your services different from your competitors'?**

*Example: "I take photos of people that capture them as they really are in life, not posed or contrived like most studio photographers."*

**What's the ONE MESSAGE you'd like your visitors to walk away with?**

*Example: "Do Good Design creates websites that help people who love what they do make a good living from their business."*

**What kind of mood or tone do you want to project?**

*Example: "Effective, no-nonsense, practical." or "A bit quirky, fun, reliable."*



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## Content

**What *useful* and *helpful* information do you want to give your customers?**

**How much of that information do you *already have written*?**

## Websites I Like

**What websites are there *in your market* that you like?**

Please write down the URLs, and specifically what aspect you like for each.

**What websites *in general* do you like the look of?**