

Worksheet:

Getting Started With Your Website

1. Define your positioning.

Include what you do, for whom, what makes you different and why that difference matters.

2. List three of your top competitors and their URLs.

Who else are your prospects considering (or could potentially consider)? Are they local, national or international? How are you different from them? What do you like/not like about their sites?

3. What's the main objective of your website?

Why do you need a website? What do you want it to do for you?

4. What **primary** action do you want visitors to take?

Do you want visitors to call? Email? Request a quote?

5. What **secondary** action do you want visitors to take?

Sign up for your newsletter? Download a lead magnet?

6. What **brands** will you use as inspiration for your website design?

What website designs/styles do you particularly like? Are there any color schemes or looks you particularly like?

7. What pages will you include on your site?

At a minimum, your website should include a Home page, Service page, Samples page, About page and Contact page. List those and any others you want to include.

8. What portfolio pieces will you include?

Consider the kinds of projects and clients you want to attract and what visuals you can use. (If you don't have any client samples, you can use samples from student projects or volunteer work.)

Worksheet content courtesy of Jill Anderson (JillLynnDesign.com).