



Website Design & Marketing Worksheet

PURPOSES/GOALS OF THE WEBSITE

- | | |
|---|---|
| <input type="checkbox"/> Vanity Site – Personal, autobiographical, or career information. | <input type="checkbox"/> Advocacy Site – Religious, civic, community, support, nonprofits. |
| <input type="checkbox"/> Sales Site – Sell products and services; generate leads. | <input type="checkbox"/> Instructional Site – How-to: steps, diagrams, illustrations, kits, products. |
| <input type="checkbox"/> Current Events Site – News, magazines, journals. | <input type="checkbox"/> Entertainment Site – Games, movies, trivia, gossip. |
| <input type="checkbox"/> Informational Site – Tips, ideas, hobbies, clubs, calendars, instructions. | <input type="checkbox"/> Membership Site – Proprietary information provided for a fee. |

It is OK to have a multiuse site, as long as your site remains generally focused on one product, service, or purpose.

WHAT I KNOW ABOUT MY IDEAL CLIENT/CUSTOMER

Education Level:	Ethnicity:
Gender:	Geographic Area:
Education Level:	Ethnicity:
Healthcare preference:	Income Level
Industry/Profession:	Marital Status:
Parenting Status:	Physical Characteristics:
Sexual Orientation:	Sports/Hobbies:

I SPECIALIZE IN...

MY NICHE MARKET IS...

KEYWORDS MY SITE WILL FOCUS ON

All of the above information will help you tailor your content so that you can attract visitors who fall into your niche – your ideal clients. **Don't start building this website until you know exactly what types of people you want to visit it – and/or to purchase from you.** All the rest of your work will be wasted if you do not get this part right. (See page 3 for more information on content.)

SITE MAP

PRIMARY PAGES	Home	—	—	—	—
SUB PAGES/LINKS					

PRIMARY PAGES	—	—	—	—	About
SUB PAGES/LINKS					Contact

CONTENT

In all likelihood, you've heard the phrase "content is king." This has never been truer about the Internet, and your Web site must reflect that. Regardless of the purpose of your site (*see page 1*), it will require a certain amount of written content. Some people are surprised to find that the Web designer does NOT write content – content is entirely up to the site owner.

How much content will each page have? _____

What type of content will each page have? _____

Who will write the content? _____

How will you know if it's good? _____

Does the content employ the keywords you selected on page 2? _____

GRAPHICS

Image Description	Site Page
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Image Description	Site Page
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Image Description	Site Page
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Image Description	Site Page
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Image Description	Site Page
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Image Description	Site Page
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Make sure to use images that you own or purchase from a stock photography site. iStockPhotos.com and 123RF.com are low-cost sites with lots of image choices. They also offer royalty-free music and videos.

HEADER & FOOTER

Will the header be an image or searchable text? _____

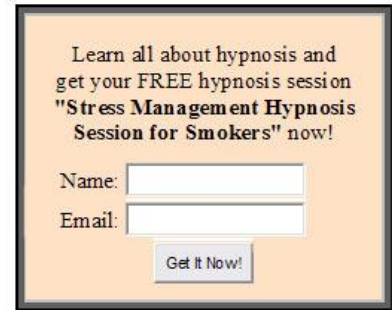
If it will be an image, which graphics will it contain? _____

What text will accompany the graphics? _____

What will be the content of your footer? _____

DESCRIBE YOUR GIVEAWAY FOR BUILDING YOUR MAILING LIST

Your goal is to have your site visitors sign up for your mailing list, but you must first provide an incentive to get them to fork over their name, and that white gold — a viable e-mail address. Internet marketing expert Alex Mandossian calls this offer an “ethical bribe.” The ubiquitous free newsletter still serves a purpose, but it has become largely passé. In this age of fierce competition for that most precious commodity — time — people are often looking for something more compelling and useful. Special reports still work. Better still are video clips or MP3s. eBooks, quizzes, and organizing tools like spreadsheets also work. Be as creative as you can with this. You want to offer your visitors a taste of your skill ... with the ultimate goal of getting them to come back again and explore even more of your product or service offering. The idea is to eventually lead them into your product funnel.



NOTE: Make sure your offer is something you can easily deliver to a large number of people. If you're just starting to build your list and your coaching practice, for example, it may be feasible to offer a free 15-minute coaching session ... but how long can you realistically do that, particularly if everyone who signs up actually takes advantage of the offer? Not very long — or soon the free sessions will take all your time. Group sessions might be a good happy medium. Free teleclasses and webinars also work. Just make sure you can deliver whatever you promise.

TITLE _____

DESCRIPTION _____

VALUE _____

USEFULNESS – Why would people want it? _____

EFFORT – What is involved in creating it? Do you have to hire anyone to help you? How long will it take? _____

DELIVERY – **Should be instant.** Do you have the mechanism for instant delivery? If not, what will it take to have someone create this for you? _____

AUTORESPONDER CAMPAIGN

An autoresponder is just what it sounds like – an automated e-mail response that is generated by a computer program. Once your visitor opts in for your free offer, you can use autoresponders to provide immediate information such as a thank you note, and then follow up with them at preset intervals. This will require subscription to an e-mail service such as [Constant Contact](#) or [Mail Chimp](#).

How many autoresponders? _____

At what frequency? _____

Content:	Call to Action:
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Content:	Call to Action:
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Content:	Call to Action:
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Content:	Call to Action:
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Content:	Call to Action:
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Content:	Call to Action:
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You may want to think about incorporating graphics/images into your autoresponders, as they tend to enhance results.

We sure hope this worksheet has helped you organize your thoughts and ideas for your website design. If you'd like more help with your Web strategy or CONTENT, please call us at 602.518.5376 or send an e-mail to Worksheet@WriteMarketDesign.com.