

*What are the defining characteristics of the core audience for your site, such as age, location, gender, geography, is it made up of individuals vs companies, etc.?*

Defining Characteristics:

People who will love this site and products are passionate about or inspired by or interested in?

Those people are also curious about:

If you asked them the thing they want most it would be:

If you summed up the objectives of this website in a single sentence, it might read:

At the highest level, why is this project important to *you*?  
(For example something like: "Supporting better eating habits and health, improving the environment, sharing traditions, preserving cultural treasures, etc.")

What really gets you excited/lights your fire/motivates you about this website:

My website will demonstrate that I've identified a need or problem and I am uniquely qualified to solve this problem because:

When my audience is seeking the resource I'm creating...What question is in my audience's mind?:

That question matters to them because:

What do I think they're actually seeking?:

Once I have satisfied my audience's needs and given them what they are seeking, I will invite them to do three things in return. These are, in order of priority:

(For example: sign up for my email list, make a purchase, donate money, register for an account. List most important first, then next most, then least important.)

**1:**

**2:**

**3:**

*The following prompts are designed to help you identify unspoken yet common benefits customers seek out: Meaning, Connection, Function, Delight, Evolution, etc.*

My project will help my customers [do something]  
more \_\_  
[easily, quickly, painlessly, or thoroughly].

With this offering, my customers will stop feeling \_\_  
and feel more \_\_  
instead.

By using this resource, my customers will free up \_\_  
[time, energy, or resources]  
that they can allocate to\_\_

Not only will my customers experience the personal benefit of  
—  
, but they will also experience the joy of living their [social, environmental,  
spiritual, etc.]  
values of\_\_

This offering gives my customers what they need to reach their goal of  
—

When my customer experiences this offering, they will experience a deeper connection to [beauty, their place in the world, purpose, the numinous, loved ones, etc.]

This project will delight and surprise people by

— .

I want people to know what?:

The bottom line really is:

My existing customers/audience trust me because:

People who are finding me for the first time will want to know...

*...before they feel confident in committing to my offering.*

How do I want my customers to feel when they interact with my company website and with us in person, is it the same?

*The following prompts will help build an idea of the aesthetics and qualities that the site should meet:*

If my project were a room, it would look like \_\_

,

with [color]  
walls decorated with \_\_

It would be furnished with \_\_

The overall feeling would be \_\_

This project aligns with my personal values of \_\_  
and\_\_

Launching this project, and connecting with the right people, will  
bring me closer to my personal objective of

—

List other sites or the characteristics of other sites that you admire or find helpful, attractive, or would like to emulate:

**Competitors:** When my customer is seeking solutions to the challenges I'm helping them with, they also turn to resources and offerings like:

What those resources provide them with is:

My project is different, because:

My customers will know that my offering is a better fit for them when they see:

*Create some SMART goals: Specific, Measurable, Attainable, Relevant, and Time-bound:*

I'll consider this project a success if:

If I had to quantify success by the numbers (dollar figures, subscribers, a percentage increase in qualified leads, etc.), it would look like \_\_\_\_\_ happening by \_\_\_\_\_ [date], and I will be able to measure that by \_\_

My break-even goal is:

My icing-on-the-cake, *that would be amazing*, goal is:

My post-launch plan includes:

I can make my post-launch plan more fun and achievable by putting these supports in place:

I will need to make changes to my site content as often as:

Once this project is launched, I will have created an opportunity to deepen my connection with my audience by offering them:

A well-defined purpose will make it more likely that you will be able to connect with your customers.

Measurable goals should be just one of the things you plan when planning your content.

*Does your existing website have any of the following well-known exit prompts (people open the site, then leave quickly/immediately)?*

Auto-sound? Popups? A page asking you to click to get into the actual site? Multiple clicks to see all of the content (text or images)? Very slow to load (images not sized for the web, or too many scripts)? Ads that take higher priority than content? No navigation or artsy hidden navigation (mouse over to see it, hunt around to find it)? So many pages, visitors get lost? Flashing or scrolling or animated content? Auto-play videos? Typos or poor grammar? Cobwebs (i.e. no idea how fresh or current the content is, or content that looks like it hasn't changed for years)? No "About" page? No text alternative to video content? Walls of text? Poor use of contrast or color?

*Do you know important details about your website?*

Domain Name? Where is it registered? When is the domain registration due for renewal?

Who provides your website hosting? Do you plan to stay with them or move your site someplace else?

What type of hosting plan do you have set up?

What type of site is it? WordPress, Joomla, custom HTML?

How portable is your site? If your provider goes out of business can you move it, or do you have to rebuild it?

*Questions to ask as you look at your current site or a competitor's site through the eyes of a site visitor. I recommend asking a few other people to go through these questions for you as well, and try to keep the review/look brief, as if they were finding the site via a search and deciding whether to stay on it or close it.*

What does the organization or person who owns the site do/provide?

Is it easy to find the name of the person/organization the site belongs to?

What is the primary purpose of the site?

What is your overall first impression of the home page? Pick a few brief descriptive words:

Who is the site supposed to serve or target, what is the main audience?

What do you feel is missing from the site?

How fresh is the content and/or can you tell if it has been updated recently?

How does the site make you feel about the organization or person who owns it?

What are the top 3 actions the site is "asking" a visitor to take?