Website Planning Worksheet

Fill this in before you open a design tool. One page of honest answers beats a pretty blank canvas.

Use a pencil. Short lines are better than long ones. If you cannot fill a line, that is a sign to decide it before you design.

1. The job of the site

When a new visitor lands, I want them to:

The one action that matters most (call, visit, book, buy, or send a note):

What I will not ask them to do on the first screen:

2. The person you are talking to

Who they are, in one sentence:

What they already know about you:

What they are worried about:

Words they would actually type or say:

3. Pages

List only the pages you need for the action above. A small business often starts with Home, Services, About, Proof, and Contact.

Page name and the one job of that page:

4. Homepage order

Number these in the order a stranger should meet them: menu, headline, the action, what you offer, proof, questions, footer contact.

My order, from top to bottom:

5. What you still need to gather

- [ ] Logo, or a plain wordmark if you do not have one yet
- [ ] A list of services in the words customers use
- [ ] Hours, service area, phone, and address
- [ ] At least six real photos
- [ ] Three reviews or other proof you have permission to show
- [ ] The answer to the question people ask most