



Having All the Answers

The Website Preparedness Worksheet

It is important to know what you want your website to be BEFORE you begin the process of hiring a Website designer/developer. You need to know its purpose, the look and design you prefer, and the content you would like to share.

This worksheet gives you a guidance as to what you want your website to be and a guideline to get the information, content, and images ready so that your website can be created quickly and efficiently. And save you money!

Let's begin right away!

Answer each of the questions for each section. Then you will be ready to hire a website design/development professional.

Why?

Why do you want a website? Why will your website draw viewers and clients/customers? Knowing the reasons why you want your website is paramount to how your website will be completed to your liking.

What?

What is your brand? What do you want your website to do? Do you want to sell your products? Share knowledge? Amass an extensive mailing list? Sell ad space? You cannot have a fluid and dynamic website without a clear definition of what you want it for and how you will convey your brand.

Who?

Who are you trying to attract? Who do you want to find your website and purchase your products, read your information, or give their email to you? You need to think about all areas of demographics: do you primarily cater to men/women, parents, business professionals, etc? It is important to know WHO you are trying to attract when having your website designed.

Where?

Where would you like your website to be seen? A certain geographical area? The whole world? Primarily English-speaking countries? It is important to know where you are wanting your website to be seen and used so that you can cater your products/services, SEO, everything down to the languages offered on the website to the viewers.

How?

How would you like your website to be set-up? How will your branding affect how your website will look and work? How many pages would you like included on your site? I have included an overview of the commonly used pages and a short synopsis about

each. You can circle each page you would like and include any information about each page in the box provided.

Continued on next page...

- **HOME PAGE**

The home page (front page) is the first page that anyone usually sees when they go to your domain URL. It should be an overview of everything you wish to share with the person and help them to navigate to the information they are looking for.

- **ABOUT PAGE**

The about page is a way for people to get a glimpse of who you are and why you have the website. This page can include your mission statement and values. It should also be in your own voice, not too lengthy, but tell the person enough about your story to entice them.

- **CONTACT PAGE**

This is where viewers will go to find your contact information. It can be anything from a simple email contact form, or include your physical address, map, and/or phone numbers. A short amount of text telling the person how long it will take you to contact them may also be a good idea.

Continued on next page...

- **PRODUCTS/SERVICES PAGE(S)**

This is the page(s) that explains about your products/services and gives viewers the opportunity to purchase them. You should have a good idea of what you want to sell and how you want to describe them.

- **BLOG PAGE**

Writing blog posts/articles is a fabulous way to bring new people to your website and keep them coming back to it. If you are going to have blogs/articles on your website, it is a good idea to have a few ready to go before your project begins.

- **OTHER PAGES**

Are there any other pages that you would like included on your site? Write more about them here.



Website Design/Development Preparedness Checklist

Home Page

- A short introduction (blurb) about yourself/your company
- A short description of what the website is for and what your mission is- this is should grab your prospective client/customer/reader.
- A short paragraph about why the person should stay on your site and what they can get from it.
- Images (owned by you) that portray you, your brand, your products. Make sure that for banners they are 1200 x 800px, square images should be 800 x 800px and rectangular should be 800 x 600 px.

About Page

- At least one photo of yourself (or your team) in high resolution
- A detailed introduction about yourself/your company
- A mission statement and/or vision statement

Contact Page

- Decide what contact information you wish to share on this page
- Which email address you wish to use for possible customers/clients to contact you

Product/Service Page(s)

- Images (owned by you) that display yourself, your products/services with a transparent background (best size is 800 x 800 px for square images, and 800 x 600 px for rectangular)
- A short description of each product/service
- A detailed description of each product/service
- Know what you will charge for each service/product and in what currency
- If you have products that will need to be shipped, know the amounts that you need to charge for shipping that products to all area's that you think will be mailing that product to (i.e. local, international, etc.)
- If you have downloadable/virtual products have them ready
- Decide which payment gateways you would like to use (i.e. PayPal, Stripe, etc.)

Blog Page

- Write at least three blog posts to include on your website
- Make sure to have images prepared for each post
- It is important to have a 'featured image' for each article, make sure that you have them created and ready to use
- Decide what categories and tags you would like attached to your articles.
- Know which keywords you would like to use on the posts

Other Pages/Whole Site

- Know which tools or systems you would like integrated into your website (ex. Email marketing, Facebook marketing, shopping cart, etc.)
- A logo
- Know what your brand will be and how that will affect the look and design that you want for your website.

- Know which colors you would like used on the site, choose three you like, write down the hex codes (you can find those here <https://htmlcolorcodes.com/>)
- A tagline/motto
- A domain name and website hosting (I recommend [Siteground](#))
- You may want to offer a freebie on your site to acquire an email list, make sure that freebie is complete and you have images for it.
- An idea of what keywords you would like used on your site.

Tools

Here are some websites that may help you prepare what is needed:

- For choosing colors I recommend <https://htmlcolorcodes.com/>
- For free stock images I recommend [Pixabay.com](#) or [unsplash.com](#)
- For creating your own graphics/images I recommend [Canva.com](#)
- For Domain Registration/Hosting I recommend [Siteground.com](#)

You are now ready!

By answering these questions and having the information that you need prepared for your upcoming project you will save time and money for not only you, but your website creator as well!

If you have any questions about website development/design or would like a quote on a new website for you and/or your business, please contact me at jenny@jenny-designs.com for a proposal.

Good luck on your website creation journey!

Jenny

Jenny Designs

Inspired Web Design



Disclaimer: All of the websites I have given have not asked me to recommend them, though I am an affiliate of siteground.com-if you would like to know about their most recent promotions, feel free to email me at jenny@jenny.designs.com.