

# Planning your website

Start to figure out the best type of website for your business, with features that will help you achieve your online goals, by answering the following questions:

What is your overall objective for your website? Ex. Showcase my landscaping services

▶ \_\_\_\_\_

Who is your target audience? Ex. homeowners

▶ \_\_\_\_\_

Where is your target audience? Ex. Miami

▶ \_\_\_\_\_

How do you want visitors to describe the “feel” of your website? Ex. Edgy, fun

▶ \_\_\_\_\_

How much information do you want to provide on your website? Ex. As much as possible

▶ \_\_\_\_\_

- |   |                           |                          |                                |
|---|---------------------------|--------------------------|--------------------------------|
| Do you want to interact with customers using your website?                                      | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| Do you want to establish yourself as a thought leader (to build credibility) through your site? | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| Do you want to increase referrals with your site?   | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| Do you want to drive business to a brick-and-mortar store?                                      | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| Do you want to collect visitors' contact information?   | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| Do you want to sell products or services on your site?  | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
| If so, do you want to process payments on your site?  | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |

Excellent! You just worked out the **purpose** and began to map the **direction** for your new small business website. You'll use this information as you move forward with building a strong online presence.



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