

Website Design Worksheet

Business Goals:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Website Goals:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Primary Customer Definition: (use a separate page for each customer type)

- a) Define the customer (demographic, geographic and psychographic attributes)

- b) Define the needs and wants for this customer type

- c) Define the relationship and trust values for this customer

- d) Define the values that may entice this customer to action

Define each primary product or service line (use a separate page for each primary product or service)

List the major customer benefits of this product

1. _____

2. _____

List the information and supporting documents the customer will need to make a buying decision.

1. _____

2. _____

3. _____

4. _____

5. _____

List the preferred action you wish the user to take on the website.

1. _____

2. _____

3. _____

4. _____

5. _____

List the top 5 key phrases clients would use to find this product / service.

1. _____

2. _____

3. _____

4. _____

5. _____

