Website Creation Worksheet

Preparation is an essential first step for any project. We invite you to use this worksheet for your own personal website creation planning.

If you decide you'd like RED to accompany you in your website creation project, please fill out the online form here: https://redearthdesign.com/contact/tell-us-about-your-project/ and we'll be in touch.

1: Who are you? Think about your organization.

Describe your business or organization's purpose, mission statement, or values. What differentiates your company / organization from similar ones? What are you known for, or what do you want to be known for? What makes you stand out from the crowd?

2: Define your needs.

Who is your audience? Think about these questions:

- Audience's age range:
- Male / female / both?
- Where do they live?
- What is their life like?
- Do they have children? How old are they?

What is/are your project goal(s)?

☐ Raise awareness for a cause
☐ Promote and sell products and/or services
☐ Generate leads
☐ Establish a web presence for your company/organization
☐ Educate readers
☐ Other (please elaborate)

Another way to think about this is with these questions:

- What action do I my visitors to take when they arrive on my website?
  Example: find information, purchase something
- What smaller actions can they take?
  Example: create an account, sign up for my newsletter
- How will I track these actions?

What specific features that will help you reach these goals?

☐ Blog   ☐ E-commerce shop   ☐ Email marketing
☐ Social network marketing   ☐ Contact Management   ☐ Other (please elaborate)

What is the geographic scope of your business or organization?

☐ Local/Community   ☐ Regional/State
☐ National   ☐ International

Responsibilities: Who will be in charge of:

☐ choosing domain name & registering it:
☐ choosing hosting and signing up: ☐ choosing solution to use:
☐ site architecture: ☐ site design:
☐ adding content to site: ☐ marketing / social media:

What is your timeline? Fill in dates here:

➢ Domain name obtained:
➢ Hosting obtained:
➢ Solution chosen:
➢ Site architecture:
➢ Site design:
➢ Search engine optimization steps taken:
➢ Marketing plan created and social media profiles created:
➢ Site launch!

3: DIY or hire someone?

Is it worth your time to learn how to build the site yourself? Would you like to hire someone from A-Z? Or would you like to have someone else build the site, but do your own maintenance and content updates? Use this space to note your thoughts, time/money calculations, or pros/cons to doing it yourself.

4. Choose your solution.

Website builder or self-hosted solution? Which software? Check some out & list pros and cons.
Some builder options: WordPress.com, Wix, Weebly, Google Sites.
Some self-hosted options: WordPress, Drupal, Joomla.

5. Choose a host.

What features do you need in a hosting company? Here are some items to look at. If you decided to use a web developer for your website, discuss your options with him or her before signing up with a host.

☐ Up-to-date PHP
☐ MySQL
☐ HTTPS support
☐ One-click WordPress installation
☐ Easy-to-set-up staging website
☐ Email hosting
☐ File and database backups
☐ Domain name included
☐ Hosting server speed
☐ Security measures
☐ Competitive pricing

6. Choose a domain name.

What domain name do you want? Is it available? Try GoDaddy's domain name search to see if the one you want is available: https://www.godaddy.com/domains/domain-name-search

Brainstorm some ideas here.

7. Plan out your website.

Site architecture: decide on the pages you need and their structure. On your home page, get that action item chosen above front and center. From there, figure out what supporting pages you need and what will encourage your visitors to take those action steps.

How can you further connect with your visitors? Do they want to know about you? Make an "about" page, but focus on how you can help solve their problems. Do you need to keep them regularly involved/informed? Consider a blog and/or a mailing list.

Your content and design should attract the right clients, so always consider your audience as you create new pages.

Visual design: what styles and colors do you like? Add example sites here that you like, with a brief description of why you like them.

Test your site to make sure users can find the content they are looking for quickly and easily.

8. Reach your target market: SEO.

Make sure your site is optimized for local searches.

☐ Set-up Google My Business
☐ Set-up Directory Listings (Yelp, Yellow Pages)
☐ Ensure site name, URL, and Phone number is consistent across all directories
☐ Update content frequently

Check out RED's Udemy course for more tips:
https://www.udemy.com/local-seo-for-small-businesses-and-non-profits/

9. Supplemental Marketing: Social media and more.

How will you market your company? List out ideas here.

Which social media platforms will you use? Do you need help setting up accounts and connecting them to your website?

☐ Facebook
☐ Twitter
☐ LinkedIn
☐ Instagram
☐ Pinterest
☐ Other(s)?