

Plan the website before you build it.

Use these two pages to clarify the people, promise, content, and next action your website needs. Short, specific answers are more useful than polished ones.

1. Who is this website for?

Name the specific person, customer, reader, listener, or community you want to reach.

2. What do you help them do?

Complete this sentence: I help _____ achieve, understand, discover, or obtain _____.

3. What is the one action that matters most?

Choose one primary next step: contact you, buy, book, subscribe, visit, listen, donate, or something else.

4. What should the first screen say?

Draft a direct headline and one supporting sentence. Avoid making the visitor guess what you offer.

A useful headline formula

Get [result] with [your distinctive approach].

Give visitors enough reason to act.

A strong first site does not need every possible page. It needs a clear offer, believable proof, a human story, and a dependable way to take the next step.

5. What are your three most important offers?

List the products, services, stories, music, resources, or experiences visitors should discover first.

6. What proof can you show?

Examples: completed work, testimonials, experience, photos, videos, results, credentials, press, or partnerships.

7. What should people know about you?

Write two or three honest sentences explaining why you do this work and what guides your approach.

8. What must work before launch?

List the links, forms, payments, phone checks, accessibility checks, and contact details you will personally test.

Your next move

Circle the weakest answer above. Improve that one before choosing colors, effects, or extra pages.