

Start with the purpose.

A practical planning worksheet for your first website or your next update.

Set aside 20 minutes. Short answers are enough; write "not sure" where needed.

Type into the shaded fields and save a copy, or print and complete by hand.

You will finish with a clearer brief to discuss with a website professional.

Business name and current website (if any)

1. Who is this website for?

Describe your ideal customer, location or service area, and the problem they need solved.

2. What do you help them do?

Finish this: We help [type of customer] with [service or product] so they can [result].

3. What is the ONE main action visitors should take?

Examples: request a quote, book a call, buy a product, or visit your location.

4. What would make the website successful?

Choose a measure and a time period, such as qualified quote requests each month.

Plan what belongs on it.

Keep the first version focused on what customers need to decide and act.

5. Which pages do you need at launch?

Consider Home, Services or Products, About, Contact, and relevant policy pages.

6. What questions do customers ask before buying?

List three to five questions your website should answer clearly.

7. Which features are essential, and which can wait?

Examples: quote form, booking, payments, store, downloads, or customer login.

8. What should happen after someone contacts you?

Who receives the inquiry, how will they respond, and where will the request be tracked?

9. Share up to two websites you like and explain why.

Focus on useful details: clear services, easy navigation, helpful photos, or simple booking.

Gather the essentials.

A little preparation now helps avoid delays and unexpected work later.

10. What content do you already have, and what is missing?

Consider logo, colors, service descriptions, pricing, photos, FAQs, and genuine testimonials.

11. Who will supply content and approve the finished work?

Name one final decision-maker and anyone responsible for writing, images, or product details.

12. What existing services must the website connect to?

List domain, hosting, business email, booking, payments, or customer tools. Do not enter passwords.

13. What budget range are you comfortable discussing?

Separate the one-time project budget from ongoing hosting, tools, and maintenance.

14. When would you like to launch, and why?

Note any fixed event or deadline, plus what could move to a later phase.

Turn your answers into a brief.

Use this page when requesting a quote or comparing proposals.

My website project in a few sentences

Include your audience, offer, main visitor action, must-have pages, budget, and timing.

My three priorities for the first version

What can wait until later?

Who will keep the website current after launch?

Consider inquiries, content changes, renewals, backups, and software updates where applicable.

Before you request a quote

Ask what is included, what you must supply, and what costs recur.

Confirm ownership, access, revisions, launch checks, and support after handover.

Ready to talk through your website?

Bring this planner to Foster Business Works to discuss your project and request a quote for the help you need.

Visit fosterbusinessworks.com