



Your Website Content Planner

Begin planning your new website by identifying important details about your business. What do you offer? Who is your target audience? What look and feel do you want? Once you answer all these questions, we will be in a much better to build your website right the first time.

What You Offer

Let's start by thinking about your business in its most basic form.
What is your business about? What is your core offering?
Let's get specific.

What is your business mission?

Write a single sentence explaining the purpose of the business.

What are your core business values?

Eg. Honesty, Sustainability, Community Connection

What You Offer

Detail your product or service offerings.

What is the benefit to the customer?

Eg. Are you solving a problem, providing a service or unique product?

Your Target Audience

Detail your dream customer/client.

Who are the people who can benefit most from what you offer?

Your Website

Outline the key information you would like to see included on your website.
This could be in point form.

Contact details and opening hours

Business name:

ABN/ACN:

Phone:

Email:

Address:

Website (or your dream url) :

Opening hours:

Look and Feel

Look and feel. What is the look and feel you're wanting to achieve?
List websites you take inspiration from.

Notes