

Defining Your Business Website

Website Info

Business Name:

URL:

Briefly describe the mission of your website:

Who is your target audience?:

What do you expect your audience to do as a result of visiting your website? Examples: Buy a product, signup for more information, signup for a newsletter, set a reservation or appointment, etc.:

What features and content do you need on your site in order for your audience to take the desired action? Example: If capturing email leads is a desired action, you'll need a) an email signup form, and b) a way to manage your mailing list.:

How will you measure the success of your website? Example: number of leads generated, number of email newsletter signups, online sales, and appointments made.

Competitive Analysis:

You can learn a lot by looking at the websites of your competitors. Not only will you get ideas for your own website, but you'll also learn what **doesn't** work. It's always good when you can learn from your competition's mistakes before making the same mistakes yourself.

Identify the websites of up to three competitors and include the URL.

- 1.
- 2.
- 3.

Do a quick review of each competitor's website and ask yourself:

- Is the mission of each competitor's website clear?
- Are the needs of the target audience clearly addressed? What do they get right? What do they get wrong?
- If you were a customer, is it clear what action you're supposed to take?
- What's missing?
- Are there features or content that you hadn't considered for your own website? If so, do they make sense for your website?
- Make any other notes that might be relevant to planning your own site.