

WORKSHEET & NOTES

5 Questions to Ask Before You Decide to Build a Website

Find the blog post – and a full walkthrough with background, questions, and examples – here: <https://www.alisonlroberts.com/you-probably-need-a-website-5-questions>

QUESTION 1:

What are you trying to achieve?

- What are you trying to gain (or accomplish) by having an online presence, credibility, and authority?
- What are your next steps right now and in the near future? (What are you trying to make happen?)

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QUESTION 2:

Who is your audience?

Get specific.

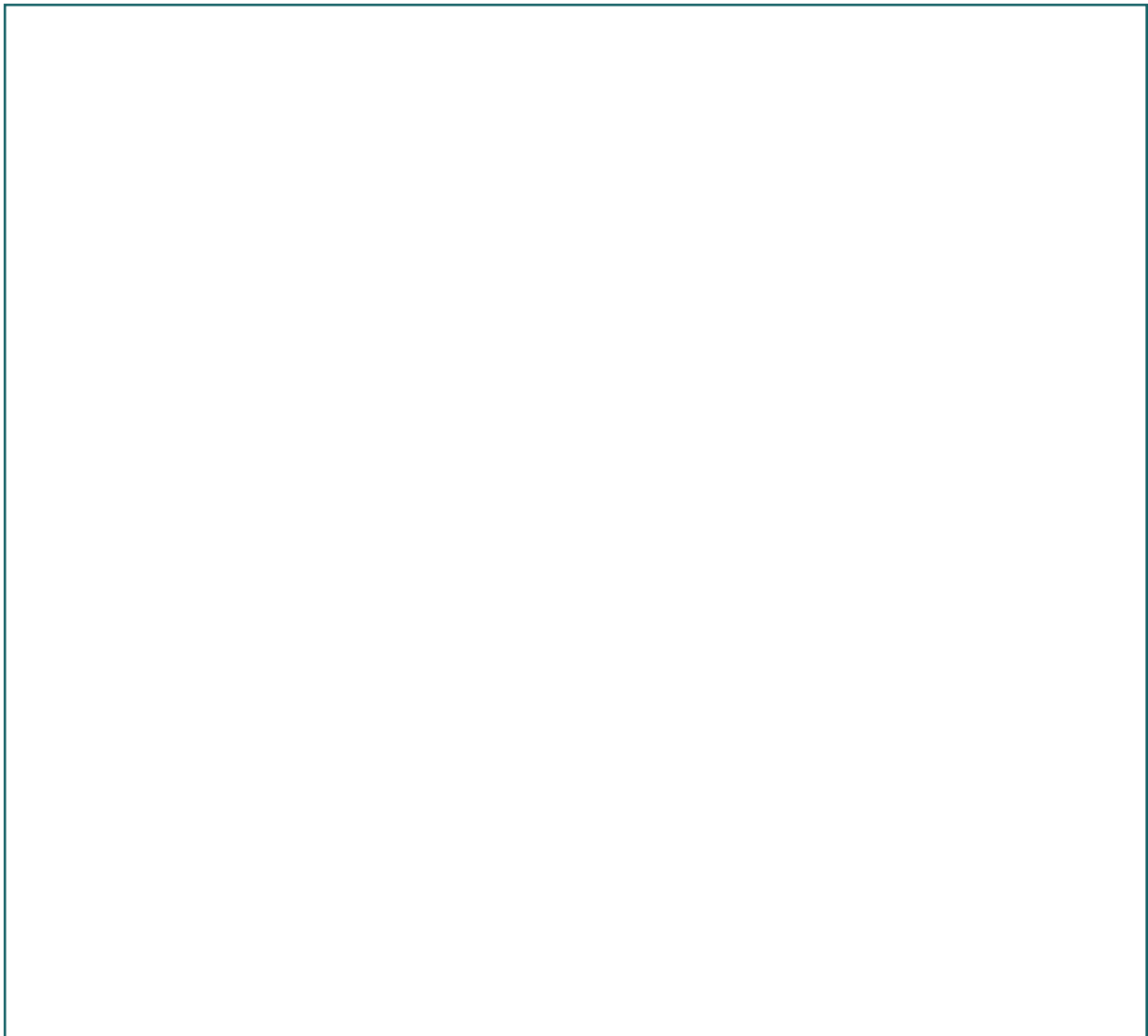
- If you have client/customer personas or ideal customer avatars, describe them here.
- If you don't, think about people you know who are *like* your audience. What traits do they have in common?

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QUESTION 3:

When someone visits your site, what next step do you want them to take?

- Which *one or two next actions* would make you feel their visit was a success?

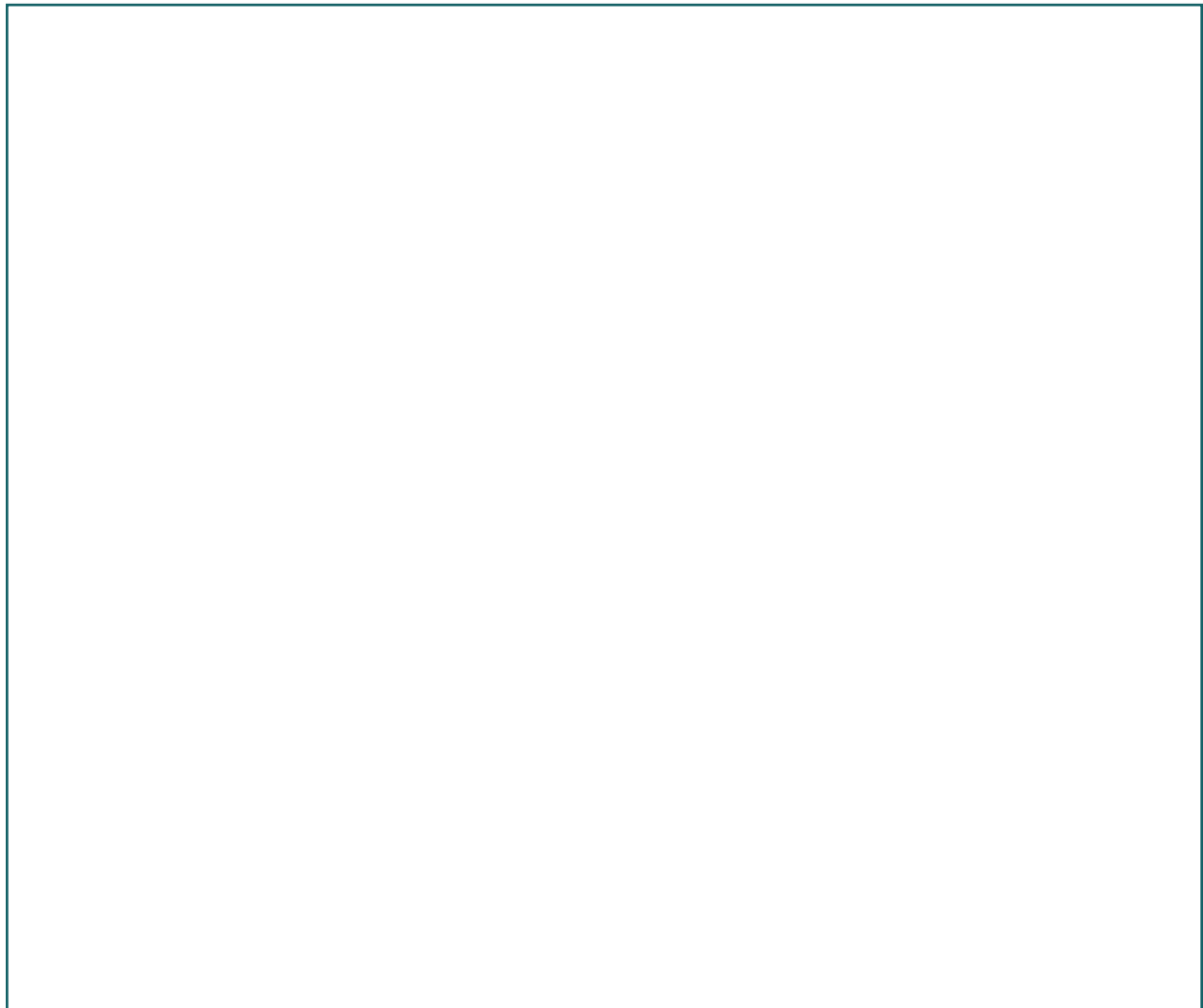


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QUESTION 4:

How much time, money, and effort are you willing to invest in your website?

- How much are you willing – and able – to invest? In which areas?
- Where are your resources limited?



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QUESTION 5:

What are others – farther along in their journeys – doing with their sites?

- Take a look at the websites of your three brand “pacesetters.”
- Make notes about the types of sites they built.

