

# Website Strategy Worksheet

## Website Purpose + Goals

Website purpose:	<input type="checkbox"/> Business card site (proof of business) <input type="checkbox"/> Book appointments <input type="checkbox"/> Lead Generation <ul style="list-style-type: none"> <li><input type="checkbox"/> Email marketing</li> <li><input type="checkbox"/> Content marketing / blogging / newsletters</li> <li><input type="checkbox"/> Social media promotion</li> <li><input type="checkbox"/> Online advertising. Est monthly ad budget:</li> </ul> Leads per month:
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## Other Marketing Goals

Other marketing:	<input type="checkbox"/> Webinars <input type="checkbox"/> Videos <input type="checkbox"/> Podcasts <input type="checkbox"/> Events <input type="checkbox"/> Blogging		
Social media:	<input type="checkbox"/> Facebook Personal <input type="checkbox"/> Facebook Business Page <input type="checkbox"/> Facebook Group <input type="checkbox"/> Facebook Ads	<input type="checkbox"/> Google My Business <input type="checkbox"/> Google Ads	<input type="checkbox"/> Instagram Personal <input type="checkbox"/> Instagram Business <input type="checkbox"/> Instagram Ads
	<input type="checkbox"/> LinkedIn Personal <input type="checkbox"/> LinkedIn Business <input type="checkbox"/> LinkedIn Ads	<input type="checkbox"/> Pinterest Personal <input type="checkbox"/> Pinterest Business <input type="checkbox"/> Pinterest Ads	<input type="checkbox"/> Other:
Social media management?	<input type="checkbox"/> No <input type="checkbox"/> Yes - Monthly budget for social management: Number of months (minimum 3):		
Content / blogging creation?	<input type="checkbox"/> No <input type="checkbox"/> Yes - Monthly budget for content/bloggng: Number of months (minimum 3):		
Print marketing?	<input type="checkbox"/> No <input type="checkbox"/> Yes Print documents:		

## Current Website

URL:	Domain Hosting:		
Date Created:	Platform:		
Created By:	Analytics:		<input type="checkbox"/> Google Analytics
SEO Optimized:	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Google Console	
Traffic per month:	Leads per month:		
Updated:	<input type="checkbox"/> Rarely <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Weekly		
Update issues:			
Scheduling tool:	<input type="checkbox"/> No <input type="checkbox"/> Yes - Platform:		
Online payments:	<input type="checkbox"/> No <input type="checkbox"/> Yes - Platform:		
Email marketing:	<input type="checkbox"/> Email	Email Service Provider:	
		<input type="checkbox"/> Welcome campaign	
		<input type="checkbox"/> Drip / nurture campaign	
		<input type="checkbox"/> Newsletter. How often:	
Other marketing:	<input type="checkbox"/> Webinars <input type="checkbox"/> Videos <input type="checkbox"/> Podcasts <input type="checkbox"/> Events <input type="checkbox"/> Blogging		
Social media:	<input type="checkbox"/> Facebook Personal	<input type="checkbox"/> Google My Business	<input type="checkbox"/> Instagram Personal
	<input type="checkbox"/> Facebook Business Page	<input type="checkbox"/> Google Ads	<input type="checkbox"/> Instagram Business
	<input type="checkbox"/> Facebook Group		<input type="checkbox"/> Instagram Ads
	<input type="checkbox"/> Facebook Ads		
	<input type="checkbox"/> LinkedIn Personal	<input type="checkbox"/> Pinterest Personal	<input type="checkbox"/> Other:
	<input type="checkbox"/> LinkedIn Business	<input type="checkbox"/> Pinterest Business	
	<input type="checkbox"/> LinkedIn Ads	<input type="checkbox"/> Pinterest Ads	
Review sites:			
Other:			

## New Website

Do you have a company name?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Name:
			Type: <input type="checkbox"/> LLC <input type="checkbox"/> Inc
			Registered in State of:
			Registered Month/Year:
Business Address:			
Business Hours:			
Web Safe Phone Number	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Phone hosting with:
Company Email	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Company email hosting with:
Do you have a domain?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	URL:
			Domain hosting with:
Preferred Website Platform:	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Website hosting with:
Business Logo, colors, and fonts	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Logo formats:
	Do you want an update?		
	<input type="checkbox"/> No		
	<input type="checkbox"/> Yes	<input type="checkbox"/> Logo <input type="checkbox"/> Colors <input type="checkbox"/> Fonts	
	<input type="checkbox"/> Not sure		
Online scheduling tool?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Platform:
	Do you want to use an online scheduling tool?		
	<input type="checkbox"/> No		
	<input type="checkbox"/> Yes		
	<input type="checkbox"/> Not sure		
Do you take payments online?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Platform(s):
	Do you want to offer online payments?		
	<input type="checkbox"/> No		
	<input type="checkbox"/> Yes		
	<input type="checkbox"/> Not sure		