Things to consider before creating a website.

This worksheet is provided to help you get started on your next website project. Learn more about how to use the worksheet here: https://magmag.biz/things-to-consider-before-creating-a-website/

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Your Expectations

Use this area to record your expectations for the website project.

_____
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_____

Your Competition

Use this area to record information about your competitors. Try and focus on the top five.

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
_____
_____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
_____
_____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
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_____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
_____
_____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
_____
_____

How Do You Stake Up To Your Competition

Use this area to record information about your company and how you compare to your competitors. Identify opportunities that you can use to help shape your goals.

Strengths: _____
_____
_____
_____

Weaknesses: _____
_____
_____
_____

Opportunities: _____

_____
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Who Is Your Target Market?

Use this area to record information about your target market and advantages that you have in connecting with them.

Primary Target Market: _____
_____
_____
_____
_____
_____
_____

How Will You Connect: _____
_____
_____
_____
_____
_____
_____

Secondary Target Market: _____
_____
_____
_____
_____
_____
_____

How Will You Connect: _____
_____
_____
_____
_____
_____
_____

Website Goals

Use this area to record information about your company and how you compare to your competitors. Identify opportunities that you can use to help shape your goals.

Goal: _____
_____

Goal Metrics: _____
_____
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Goal: _____
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Goal Metrics: _____
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Goal: _____
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Goal Metrics: _____
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Goal: _____

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Goal Metrics: _____

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Goal: _____

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Goal Metrics: _____

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Goal: _____

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Goal Metrics: _____

_____

_____

Website Keywords

Use this area to record your keywords.

Keyword: _____

Keyword Phrases: _____

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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Keyword: _____

Keyword Phrases: _____
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Website Analytic Tools

Use this area to identify your analytic tools. These tools should help you track your goals.

Tool: _____

Tool Benefits: _____
_____

Tool: _____

Tool Benefits: _____
_____

Tool: _____

Tool Benefits: _____
_____

Tool: _____

Tool Benefits: _____
_____

Tool: _____

Tool Benefits: _____
_____