



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/>

Table of Contents

| | |
|---|----|
| Your Expectations..... | 3 |
| Your Competition | 3 |
| How Do You Stack Up To Your Competition | 5 |
| Who Is Your Target Market?..... | 6 |
| Website Goals | 7 |
| Website Keywords..... | 8 |
| Website Analytic Tools | 10 |

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____

Weaknesses: _____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____

Weaknesses: _____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____

Weaknesses: _____

Competitor's Name: _____

Competitor's Website: _____

Strengths: _____

Weaknesses: _____

How Do You Stack 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: _____

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: _____

Goal: _____

Goal Metrics: _____

Goal: _____

Goal Metrics: _____

Goal: _____

Goal Metrics: _____

Goal: _____

Goal Metrics: _____

Goal: _____

Goal Metrics: _____

Website Keywords

Use this area to record your keywords.

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

Keyword: _____

Keyword Phrases: _____

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: _____
