Website Project Planning Workbook

Prepare the pages, content and customer actions your website project needs.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / WEBSITE PROJECT PLANNING WORKBOOK

Define the website's main job

01 Business and audience

Who should use the website and what do they need?

02 Primary customer action

Choose the most important action the website should support.

03 Current barriers

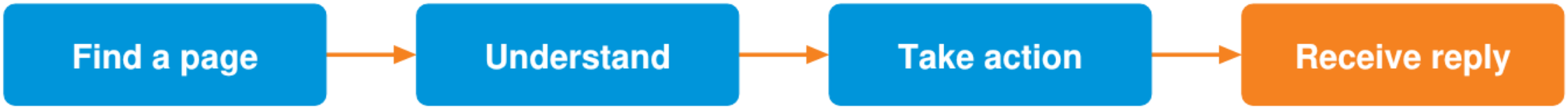
List the problems that prompted the project or redesign.

Type your answers in the fields, then save a copy. You can also print this worksheet.

A useful page planning framework

Page or section	What it helps visitors understand	Content to prepare
Home	What you offer and who it is for	Clear introduction and next action
Service or product	Scope, fit and useful details	Accurate descriptions and evidence
About	Who is behind the business	Business story and relevant experience
Contact or booking	How to take the next step	Contact details, form and routing

A website content and inquiry path



Reach relevant information.

See the offer and fit.

Use the contact route.

Connect with the right person.

Test the whole path, including form delivery and the team's response process.

Separate essential and optional features

Requirement	What to define	What to confirm
Forms and booking	Fields, destination and notifications	Who receives and responds
Commerce or payments	Products and the purchase journey	Required systems and responsibilities
CRM or other integration	Systems, fields and access	Scope and testing needs
Content management	Who updates pages and materials	Training and ongoing support

Prepare for a useful project review



Content ownership

Assign an owner for copy, images, product details and approvals. Identify what is missing.



Account control

Identify the domain, hosting and connected systems, and agree how the project team receives access.



Launch checks

Review page accuracy, mobile views, forms, links and the customer action before release.

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Your website project brief

01 Pages and priorities

List essential pages and features in order of importance.

02 Materials and dependencies

Name missing content, access or decisions and their owners.

03 Budget and launch target

Record the budget range, target date and final approver.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

Share your completed brief with Required Marketing Group.
We can discuss website design, landing pages,
e-commerce and conversion improvement needs.



Request a consultation

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