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# Website strategy template

The following template should be filled out before any single line of code or pixel has been created for your or your client's website.

Set aside at least 45-60 minutes for it.

If in doubt how to use it, see the complete guide here: <https://www.flipkod.com/website-strategy/>

**Client/company name:**

**Date:**

## 1. You and Your Business

What do you love to do?

In what area do you excel?

What are your values?

Why do you do what you do?

## 2. Industry

What are the characteristics of other companies and individuals that operate in your industry, market segment or niche?

What is being praised and sought after?

What is being criticized?

What differentiates your business from others?

## 3. Target audience

Persona – the profile of your ideal client

Age:

Sex:

Occupation:

Location:

What annoys them the most in your industry?

What are they absolutely amazed with?

What keeps them up at night?

## 4. Features, benefits and FAQs

Your product or service features:

Your product or service benefits:

List any objections about your product or service your customers might have and the answers to counter them:

## 5. Website

What is the main goal of your website?

Why would someone visit your website?

Write down the main sections and pages of your website. Based on these, sketch its structure.

### Functionality

Blog?

Web shop?

Subscription to a newsletter?

Contact form?

Login for registered users?

### Languages

English, ...

## 6. Content and keywords

What are your potential customers searching for?

What kind of content could benefit your website visitors (be specific, in terms of your niche)?

## 7. Design

Do you have an existing brand identity or design standards book?

What kind of feeling do you want to convey with your website (serious, playful...)?

*(Ask this if there is no existing brand identity, logo, etc):* What colours and fonts do you associate with your brand, product or service and would like to have on your website?