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

1.1 Your business

- What do you love to do?

_____
_____
_____

- In what area do you excel?

_____
_____
_____

1.2 Your values

- What are your values?

_____
_____
_____

1.3 Your purpose

■ Why do you do what you do?

_____
_____
_____

2. Industry

2.1 Competition

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

_____
_____
_____

2.2 Opinions

■ What is being praised and sought after?

_____
_____
_____

■ What is being criticized?

_____
_____
_____

2.3 Your unique selling point

■ What differentiates your business from others?

_____
_____
_____

See the complete guide at: https://www.flipkod.com/website-strategy/

3. Target audience

3.1 Persona – the profile of your ideal client

- Age?

- Sex?

- Occupation?

- Location?

3.2 Their views on your industry/niche

- 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

4.1 Your product or service features:

_____
_____
_____

4.2 Your product or service benefits:

_____
_____
_____

4.3 FAQ

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

_____
_____
_____

5. Website

5.1 Website goal

■ What is the main goal of your website?

_____
_____
_____

5.2 Visitors' needs

■ Why would someone visit your website?

_____
_____
_____

5.3 Content scope – website architecture

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

_____
_____
_____

See the complete guide at: https://www.flipkod.com/website-strategy/

5.4 Functionality

■ Blog?

■ Web shop?

■ Subscription to a newsletter?

■ Contact form?

■ Login for registered users?

5.5 Languages

■ English, …

6. Content and keywords

6.1 Keywords

■ What are your potential customers searching for?

_____
_____
_____

6.2 Content

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

_____
_____
_____

7. Design

7.1 Identity and branding

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

_____
_____
_____

7.2 Website look and feel

■ 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?

_____
_____
_____

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