



A FREE STRATEGY WORKBOOK

10 Questions to Ask Before You Invest in a Website

A short, practical workbook to help you think like a strategist before you brief a designer, so your next website works as hard as you do.

WHY STRATEGY COMES FIRST

BEFORE YOU BEGIN

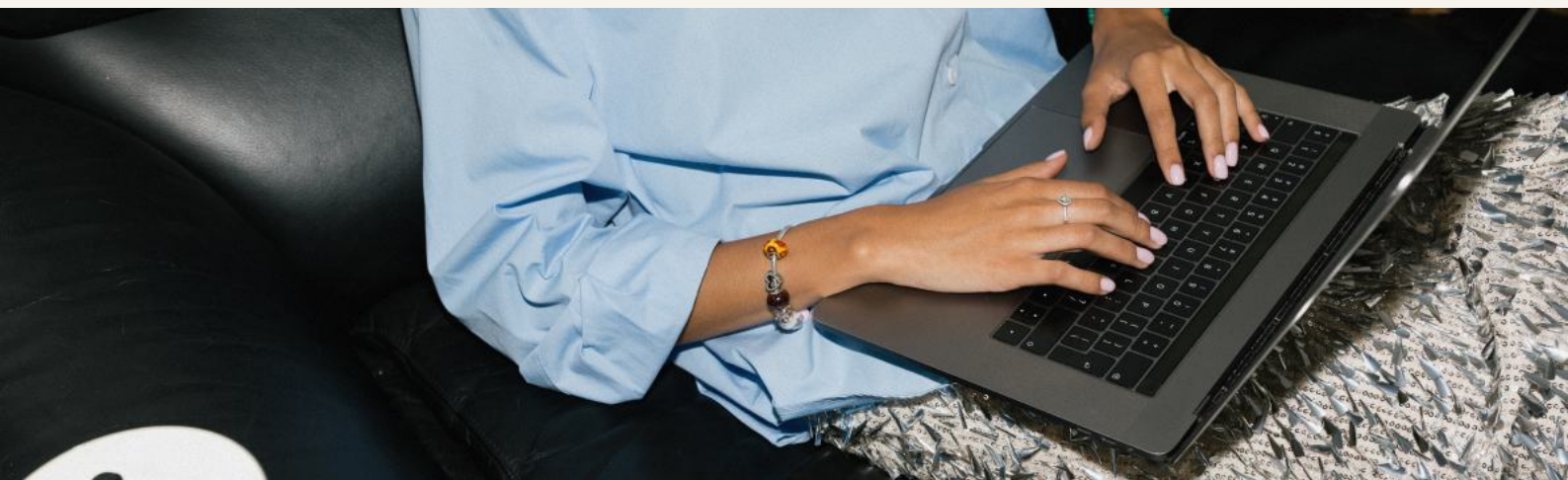
Building a website without a roadmap is like building a house without a blueprint. It might look good on the outside, but if the foundation doesn't serve your business goals, it's just decoration.

This workbook is here to help you pause, reflect, and get clear on your vision. Defining your goals, audience, and scope now saves you time, money, and frustration later. It also means every hour we spend on design is spent on something that actually moves your business forward.

USE THIS WORKBOOK TO

- Clarify your business objectives
 - Understand your ideal customer
 - Define the "must-haves" versus the "nice-to-haves"
-

Let's turn your vision into a tangible asset.



The 5 Pillars of a High-Converting Website

1

Problem Solver, Not Just Features

Instead of asking "do I need a blog or a slider?", ask "what problem is my customer trying to solve?" Features are just tools. Solutions drive revenue.

2

User-Centric, Not Personal Taste

It's natural to want a site that matches your own style, but a strategic website is built for your customer. We design to build trust with them, not just to please us.

3

Content-First Strategy

Design without content is just decoration. A pretty container can't fix a confusing message. Clear copy and strong imagery do the selling. Design simply amplifies it.

4

Trust & Authority

You have less than 0.05 seconds to make a first impression online. A polished, glitch-free site isn't vanity. It's your strongest trust signal, telling visitors "you are safe here."

5

Clear Metrics, Not Just "Looking Good"

"Modern" is a vague goal. "Increase inquiries by 20%" is a business goal. We focus on measurable outcomes, so you can see the real return on your design investment.

THE GOAL:
FROM EXPENSE TO
ASSET

A website shouldn't be a monthly expense on your balance sheet. It should be a performing asset: a 24/7 team member that captures leads, filters clients, and closes sales while you sleep.

The Business Objectives

1

What does "success" look like for this website?

e.g. increase consultation bookings by 20%, reduce customer support emails, or build an email list

Why it matters: a website without a target is just a digital brochure. Clear, measurable goals keep every design decision focused on real ROI.

2

What's the single biggest pain point you need this site to solve?

e.g. "our current site is embarrassing to show investors" or "we spend too much time explaining our pricing"

Why it matters: great design solves problems. Naming your biggest friction point lets us build a site that saves you time, not just looks nice.

3

What's the ONE main action you want visitors to take?

e.g. book a call, add to cart, or download a guide

Why it matters: too many choices kill conversions. One primary call to action helps us design a focused journey that guides visitors exactly where you want them.

4

Who are your top competitors, and how can we outperform them?

e.g. list 2-3 links, and note what they do well or poorly

Why it matters: we don't copy competitors, we differentiate you from them. Knowing the landscape helps us find the gaps where your brand can stand out.

The Audience & Brand

1

Who is your "ideal client"?

*describe them specifically: age, profession, what keeps them up at night.
Avoid saying "everyone"*

Why it matters: a website that speaks to everyone ends up speaking to no one. Knowing exactly who we're talking to lets us tailor layout, tone, and imagery to resonate.

2

What's the most urgent problem your visitor wants solved the moment they land on your site?

Why it matters: users care less about your features and more about their own problems. Understanding their immediate need lets us structure the homepage so they feel understood within seconds.

3

If your brand was a physical space (or a person), what would it feel like?

e.g. "minimalist like an Apple Store," "warm like a local bakery," or "trusted like a law firm"

Why it matters: words like "modern" or "clean" are subjective. Analogies help us align on the exact feeling you want your site to project from the first draft.

Scope & Priorities

1

If you could only launch with 3 essential pages, what would they be?

typically: Home, Services, About, Contact

Why it matters: scope creep is the enemy of launch dates. Knowing your must-haves versus nice-to-haves keeps budget on the pages that actually drive revenue.

2

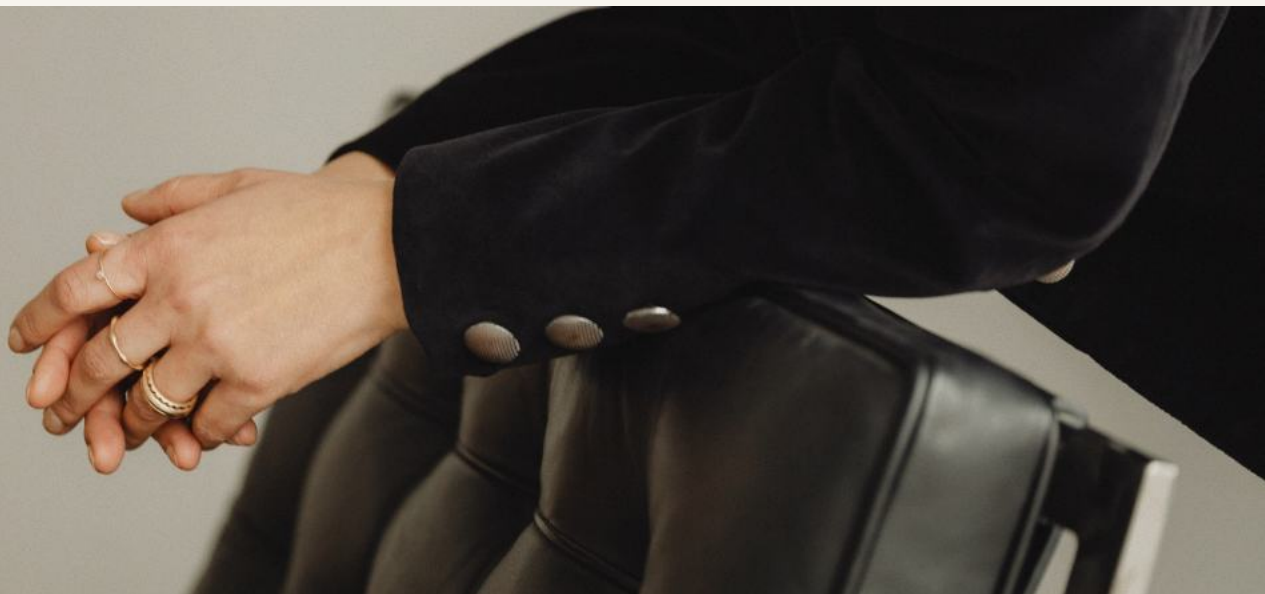
Are there any design styles or elements you explicitly hate?

Why it matters: knowing what to avoid is often faster than guessing what you love. Naming your deal-breakers early prevents wasted design rounds.

3

Do you have your content (text & photos) ready, or do you need support with that?

Why it matters: content dictates design, not the other way around. Knowing where your copy stands helps us plan a realistic, honest timeline.



From First Chat to Launch

1

Discover

I begin with open conversation, learning about your goals, audience, and vision. This stage lays the foundation for a design that feels intentional, aligned, and ready to grow.

2

Design & Refine

Through wireframes and creative exploration, ideas start to take shape. I work closely with you, refining layouts and details until the design feels clear, functional, and uniquely yours.

3

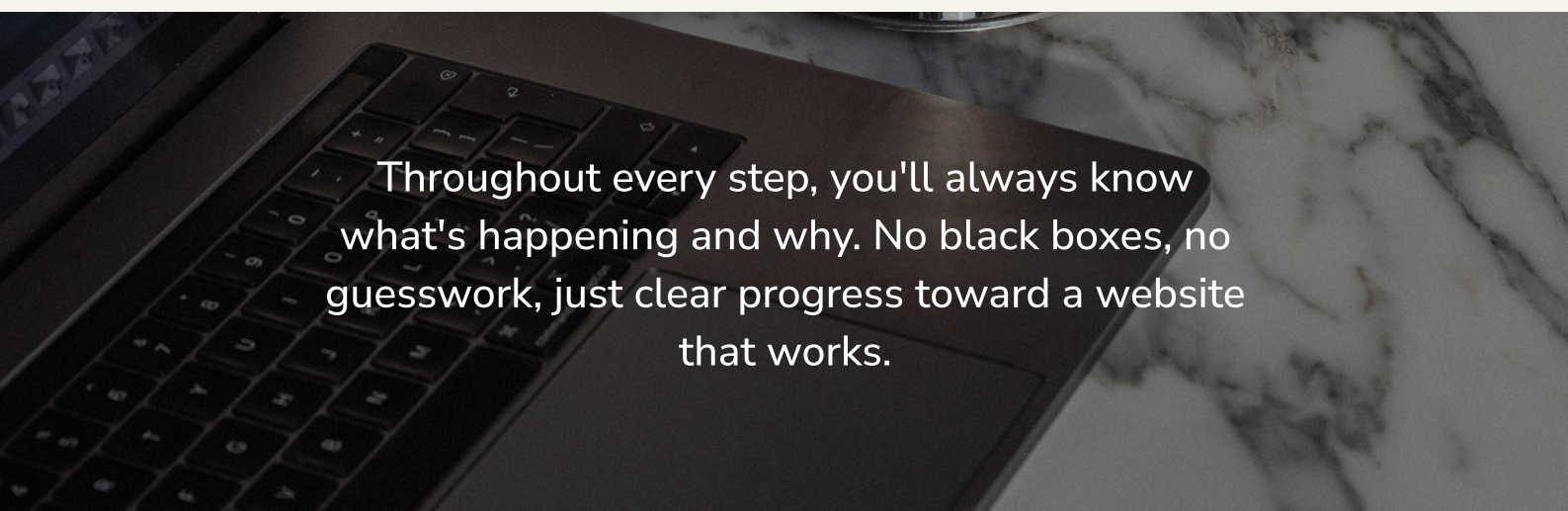
Build & Launch

With no-code development, your design comes to life. I ensure it's scalable, easy to manage, and flexible enough to adapt, giving your business a digital presence built to last.

4

Ongoing Support

My work doesn't end at launch. You'll have the tools, guidance, and confidence to manage your digital presence, with ongoing support whenever you need clarity or growth.



Throughout every step, you'll always know what's happening and why. No black boxes, no guesswork, just clear progress toward a website that works.

Ready to turn this roadmap into reality?

If your goals feel clear and you're ready to talk strategy, I'd love to hear from you. Get in touch and tell me a bit about your project. I'll get back to you within 48 hours with feedback and next steps.

Reply and let's talk