

# Checklist - Input for your new website

## Why this checklist?

This checklist helps us build a website that truly fits you - tailored to your goals, audience, and style. Take your time to go through the questions. Don't worry about perfect answers, your words are enough. We'll talk through everything during our first meeting.

## Questions:

### 1. Who are we building the website for?

*Describe your target audience as clearly as possible.*

-> Think about age, interests, client type, or industry. Who do you want to reach?

### 2. What are the key services or products that should stand out?

-> What should people notice or understand first about your offer?

### 3. Are there any less important things that should still be mentioned?

-> Things that don't need to be in the spotlight but are still useful or relevant.

### 4. What sets your business apart from competitors?

-> What makes your approach, service, or product unique?

### 5. What message really needs to come across?

-> The core idea or belief you want visitors to remember.

### 6. What would you like to share in the 'About Us' section?

-> Think about your story, mission, team, or something personal.

### 7. What actions should visitors take on the website?

-> Things like contacting you, placing an order, or downloading something.

### 8. When is a visit to your site a success?

-> What should people take away or do after visiting your website?

### 9. What features or functions should be available on the site?

-> For example: buttons for booking, calling, chatting, or submitting a form.

### 10. What do you like about your current website or other websites?

-> What do you want to keep or use as inspiration?

### 11. And what don't you like about your current site or others?

-> What feels off, doesn't work well, or doesn't fit your brand or style?

**What happens next?**

Once completed, we'll go through your answers together in a live session. We'll also discuss:

- The structure of your new site
- The visual style and tone
- The key focus and priorities

**That way, we make sure your new website feels right - from first click to final detail.**