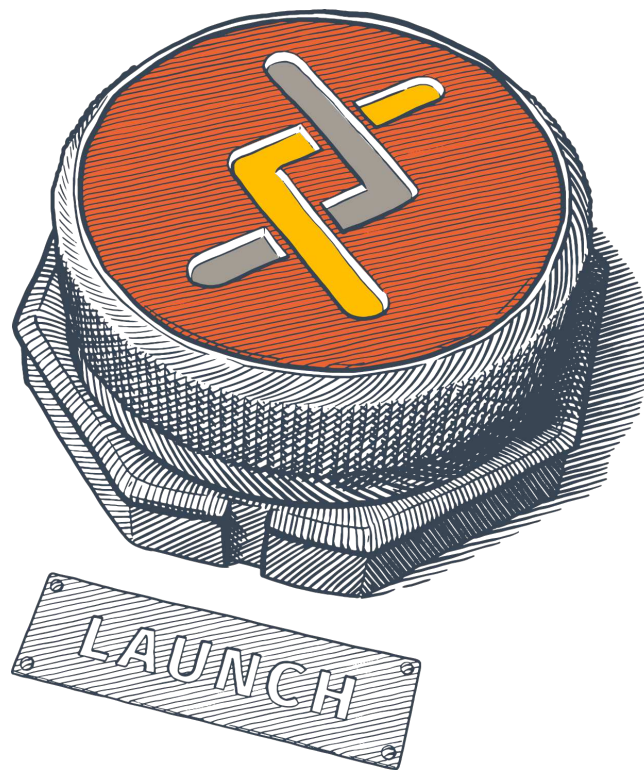


PRESENTS:

# Building Websites 101

Discovering where to begin when  
creating your own website



Name:

Date:



# Think Like Your Audience

## WHY DO I NEED THIS?

Your experience is crucial, but avoid the trap of fixating on **your** solution to the problem. Broadening your thinking by taking an empathetic approach to your potential customers is powerful.

***“To perceive is to suffer.”***

**– Aristotle**

### WHO ARE YOUR WEBSITE VISITORS?

*Consider — why would someone find your site? what are they looking for? what do they have in common?*

### WHAT ARE THEIR CHALLENGES?

*Consider — what is the problem they face? what is the job they need you to do? what are they looking to pay someone to do for them?*

### HOW CAN YOU HELP?

*Consider — why would they need your help? what are the biggest problems you solve for customers?*

### HOW CAN YOU EDUCATE YOUR VISITORS?

*Consider — are there common questions you field? when are you the right fit? when are you not? what is the call to action?*



WHY DO I NEED THIS?

Before wasting time fiddling with website template pages, what do your customers need to know? How can you drive them to the next level of engagement? How can this page educate, address objections, drive sales, or call them to action?

“Appearance blinds, whereas words reveal.”  
– Oscar Wilde

TIME TO CREATE WEBSITE VISITOR NEEDS!

Now, take your learnings about the website visitors you uncovered and **go deeper**. Take those visitors’ motivations, challenges, questions, and concerns and express them through a new lens called “Website Visitor Needs”. Just as they sound, Website Visitor Needs help explain in a narrative format what people are seeking to accomplish.

As a **(role)**, I need **(function)** so that **(business value)**.

**CAUTION!** These shouldn’t describe website features, they should focus on the *need* of the visitor to the site.  
e.g. As a **hungry person**, I need **to review a list of sandwiches** so that **I can call in an order**.  
As a **soon-to-be bride**, I need to **see wedding photo examples** so that **I know my day will be well documented**.

DEALBREAKER?	WEBSITE VISITOR NEEDS	PRIORITY



# Page Priority Publishing

## WHY DO I NEED THIS?

Before wasting time fiddling with website template pages, what do your customers need to know? How can you drive them to the next level of engagement? How can this page educate, address objections, drive sales, or call them to action?

As a **(role)**, I need **(function)** so that **(business value)**.

DEALBREAKER?	WEBSITE VISITOR NEEDS	PRIORITY

**DONE? GREAT! NOW GO BACK AND DETERMINE WHICH ARE DEALBREAKERS (Y/N) AND PRIORITIZE (1,2,3..) THEM ALL!**



# Website Content Map

## WHY DO I NEED THIS?

Once you pick a website template, there is some pre-filled content. Thinking first about what can stay and what can be deleted will help later. List off pages and maybe even outline important info for particular pages!

***“Inspiration exists, but it has to find you working.”***

**– Pablo Picasso**

TRY LISTING THE PAGES YOU THINK YOU MIGHT NEED! (e.g. home, about us, menu, gallery, get in touch, etc.)