

SECTION 1 — WEBSITE GOALS

What do you want visitors to **DO** on your website?

e.g. call you, book a consultation, buy a product, read your blog.

Who is the primary audience for this website?

SECTION 2 — MUST-HAVE PAGES

Tick the pages your site needs and add notes on what each should do.

	Page	Notes / Content Purpose
☐	Home	<i>First impression — what is the #1 message?</i>
☐	About	<i>Who are you and why should they trust you?</i>
☐	Services / Products	<i>What do you offer and at what price?</i>
☐	Contact	<i>How do people get in touch or book?</i>
☐	Blog / Resources	<i>(Optional) Builds trust and SEO</i>
☐	Testimonials / Case Studies	<i>(Optional) Social proof</i>

SECTION 3 — BUILD APPROACH

	Option	Best for...
☐	DIY platform	<i>Squarespace, Wix, Shopify — lower cost, lower flexibility</i>
☐	WordPress / Elementor	<i>More control — needs some technical knowledge</i>
☐	Custom build	<i>Full control — higher cost, needs a developer</i>
☐	Agency / freelancer	<i>Hand it over — define your brief clearly</i>

UPGRADE TO THE FULL VERSION

wearebrandtastic.com

Full version includes: visual style direction, competitor sites audit, full technical needs checklist, budget planning guide, and interactive sitemap builder.

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