

Website Project Planner

Everything You Need Before Building or Redesigning Your Website

A practical workbook to help business owners evaluate, organise and plan a successful website project.



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Your window to possibilities

Skill Level: Beginner
Format: Interactive PDF
Updated: 2026 Edition
DSP-WB-001

Inside this Workbook

- Business Goals
- Website Review
- Content Planning
- Website Readiness Score



SECTION 1: BUSINESS INFORMATION

Company Name _____
Website URL _____
Business Goals _____
Target Audience _____

SECTION 2: WEBSITE GOALS

Why are you building a new website?

- | | | |
|---|---|--|
| ☐ Generate Leads | ☐ Book Appointments | ☐ Build Customer Trust |
| ☐ Sell Products | ☐ Increase Brand Awareness | ☐ Prepare for AI Search |

SECTION 3: UNDERSTANDING YOUR WEBSITE PERFORMANCE

You don't need to be a marketing expert to answer these questions. Simply check the boxes that apply to your business. **Answer honestly**—there are no right or wrong answers. This workbook is designed to help identify opportunities for improvement.

HOW WELL DO YOU KNOW YOUR WEBSITE?

- ☐ How many people visit your website each month?
- ☐ Which pages are the most popular?
- ☐ How customers find your business online?
- ☐ Whether your website generates enquiries or sales?
- ☐ If visitors leave your website without taking action?
- ☐ What improvements would have the biggest impact on your business?

Notes:



PLANNING YOUR WEBSITE CONTENT

A successful website answers customer questions before they ask them.

Which pages do you currently have?

- | | |
|---------------------------------------|--|
| ☐ Home | ☐ Resources |
| ☐ About Us | ☐ Case Studies |
| ☐ Services | ☐ Team |
| ☐ Products | ☐ Careers |
| ☐ Contact | ☐ Downloads |
| ☐ Testimonials | ☐ Pricing |
| ☐ FAQs | ☐ Meet the Team |
| ☐ Blog or News | ☐ Success Stories |

Ask Yourself

- ☐ Does my website answer the questions customers ask every day?
- ☐ Is my content current?
- ☐ Would a customer trust my business after reading my website?
- ☐ Do I regularly add new information?
- ☐ Does my website answer the top five questions customers ask before contacting me?

Which pages would you like to add?

- | | |
|--|------------------------------------|
| ☐ Resources | ☐ Portfolio |
| ☐ Learning Centre | ☐ Other |
| ☐ Buying Guides | _____ |
| ☐ FAQs | _____ |
| ☐ Customer Stories | _____ |
| ☐ Industry Insights | _____ |
| ☐ Video Library | _____ |
| ☐ Events | _____ |

NOTES



YOUR BRAND

Your website should present a consistent and professional image.

Do you have...

- ☐ A professional logo
- ☐ Consistent brand colours
- ☐ Professional photography
- ☐ Team photos
- ☐ Customer testimonials
- ☐ Client success stories
- ☐ A clear company message
- ☐ Brand guidelines for your business
- ☐ Videos introducing your company or services

Ask Yourself

- ☐ Does my website reflect who we are today?
- ☐ Would a new customer immediately understand what we do?
- ☐ Does our brand stand out from our competitors?

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PREPARING FOR THE FUTURE OF SEARCH

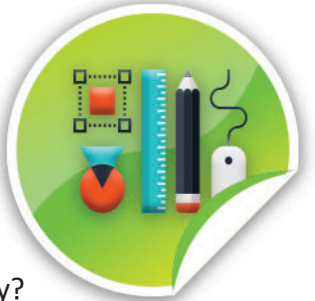
Today's customers increasingly discover businesses through AI-powered search, voice assistants and detailed answers—not just traditional search results.

Ask Yourself

- ☐ Does my website answer common customer questions?
- ☐ Do I regularly publish helpful information?
- ☐ Can visitors easily learn from my website before contacting me?
- ☐ Do I explain my services in detail?
- ☐ Does my website demonstrate our expertise?
- ☐ Do we publish guides, articles or resources?
- ☐ Do we share customer success stories?
- ☐ Would someone consider our business a trusted source of information?

- ☐ Would a customer learn something useful from my website, even if they weren't ready to buy today?
- ☐ Can customers easily find answers without contacting me?

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MARKETING YOUR BUSINESS

Your website works best when it's supported by ongoing marketing.

Which marketing activities do you currently use?

- ☐ Email newsletters
- ☐ Social media
- ☐ Customer reviews
- ☐ Videos
- ☐ Downloadable guides
- ☐ Blog articles
- ☐ Online advertising
- ☐ Printed brochures
- ☐ Publications or magazines
- ☐ Events or webinars
- ☐ Monthly promotions
- ☐ Google Business Profile
- ☐ Referral or Partner Program

Ask Yourself

- ☐ Do these activities drive people back to your website?
- ☐ Do I regularly communicate with past customers?
- ☐ Am I creating valuable content people want to share?
- ☐ Does my marketing support long-term business growth?

NOTES



YOUR WEBSITE READINESS SCORE

This isn't a test—it's a way to understand where your business is today and identify your next priorities.

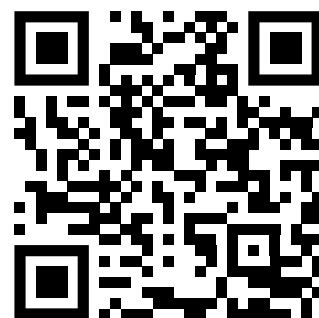
Count the number of boxes you've checked throughout this workbook.



SCORE		YOUR WEBSITE READINESS
0–20		Getting Started – Your website has opportunities for improvement. Focus on building a stronger foundation.
21–40		Building Momentum – You're making progress, but there are areas that could better support your business goals.
41–60		Growing Strong – Your website is working well. With a few strategic improvements, it can become an even more valuable business asset.
61–80		Future Ready – Congratulations! Your website demonstrates many of the qualities needed to attract customers, build trust and support long-term growth. Continue reviewing it regularly as technology and customer expectations evolve.

MY TOP THREE PRIORITIES

1. _____
2. _____
3. _____



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DesignSource helps businesses improve websites, strengthen brands and prepare for the future of search.

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