



Website Foundation

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What do you want them to do?

- Use the space below to describe exactly what you want them to do.

Notes

Questions your website must answer in 5 seconds:

- Why am I here? 15 to 25-word positioning statement.
- Where do I look? Give them only a few clear options.
- What do I do? Always tell them what to do next.

What do you want them to learn about you?

- Map out the "conversation" your website will have with first-time visitors.
- Fill in the specifics you want your website visitors to learn while on the site.

Specific #1
Specific #2
Specific #3
Specific #4

Cornerstone #1: Focus

- This is important for search engines and humans alike. Pick a narrow focus.
- If necessary, address broader interests in other areas of the site.

Cornerstone #2: Depth

- Always think about what you can add. Never delete anything. Always add.
- If possible, build your website on a platform that allows you to add content.

Cornerstone #3: Value

- Give your website visitors a reason to come back and tell their friends.
- Options include value items, updating content and resource tools.

Notes
