

Website Readiness Worksheet

Before you jump into designing or building a website, it's essential to define four key elements that will guide all your decisions: Goals, Purpose, and Vision for your website and who is your Ideal Client/Audience*

When you know these clearly, building your website becomes simpler, more strategic, and more aligned with your business growth.

This worksheet will help you assess whether you're ready to create a website—and if so, how to lay the right foundation.

**ICA = Ideal client avatar*

Goals

What do you want your website to help you achieve? What are your top 1 to 3?

(Example: build brand awareness, attract clients, sell products, grow an email list, share a portfolio, education, share your work, etc.)

Goal 1: _____

Goal 2: _____

Goal 3: _____

Why this matters: Your goals shape the layout, features, and content of your site. They can determine whether you need a simple brochure site, a portfolio, an online store, a blog, or a combination.

Purpose

Why does your business exist? What do you want to be known for? How will your website support that mission?

What is the core purpose of your business or brand? (Example: Empower women entrepreneurs as a coach, advocating for a specific thing, provide design services to other businesses)

Purpose Statement:

Why this matters: Your purpose drives your messaging and connects emotionally with your audience. It also helps clarify the content on the pages of your website.

Vision

Where are you headed and what do you dream that your business and website become? What does success look like for your business in 1–3 years? This is your long-term vision for your business. (Example: leader in your field, create a thriving online shop, expand into coaching, online portfolio)

Vision Statement:

Why this matters: Your vision influences the design, tone, and scalability of your site. It helps you avoid building something that only supports your current phase and not your long-term goals.

Ideal Client

Who do you want your website to attract and serve? Who is your dream client or audience? Describe their age, interests, profession, and values.

Ideal Client/Audience (ICA):

What challenges or needs are they experiencing that you can solve?

Why this matters: Understanding your ideal client or audience shapes your design, functionality, tone, imagery, copy and even your offers. A website built with your client in mind makes them feel like it was “made for them” and that builds trust.

How these four pieces work together

When you clearly define each of the above, you can:

- Decide if you need a website now and what type
- Make confident decisions about content, features, and design
- Avoid wasting time and money on the wrong tools and platforms
- Build a site that is aligned with your goals and not just because you were told you needed a website
- Avoid creating a website that may not actually grow your business and ends up in website “purgatory”.

After filling out the four sections, do you feel you have a clear direction?

☐ **Yes** —I'm ready to move forward

☐ **Not yet** —Continue clarifying these areas before moving to the next step to build your website.