HARRY PAPAS

Website Planner

PROJECT DETAILS

BUSINESS NAME

LAUNCH DATE GOAL

/ /

WHAT ARE THE DELIVERABLES?

WHY ARE YOU WANTING TO DO THIS?

WHAT IS YOUR TAGLINE/SLOGAN?

WHAT IS YOUR ELEVATOR PITCH?

Eg. What you do & the problem you solve

WHAT ARE YOUR WEBSITE GOALS?

YOUR SERVICES/PRODUCTS

PRICE

YOUR LEAD MAGNET IDEAS

DESCRIBE YOUR IDEAL CLIENT

Eg. Who are they? What do they wear? What brands do they like? What's their pain point? What do they do in their spare time? Etc.

YOUR BRAND

WHAT ARE THE WORDS THAT DESCRIBE THE LOOK & FEEL OF YOUR BRAND?

THE OVERALL VIBE OF YOUR BRAND VOICE & TONE

BRAND IMAGERY IDEAS

BRAND COLOUR PALETTE

HEADING FONT

PARAGRAPH FONT

YOUR PAGES

PRIMARY PAGE NAMES & A SHORT DESCRIPTION

Pages visible in your navigation

UNLINKED PAGE NAMES & A SHORT DESCRIPTION

Pages that don't live in your navigation that can be accessed through buttons/footer links

YOUR SITEMAP

HOMEPAGE

MAIN NAVIGATION

MAIN NAVIGATION DROP DOWN MENUS

UNLINKED PAGES

DO YOU HAVE EXISTING ANALYTICS OR OTHER INTEGRATIONS

Eg. Google Analytics, Heatmapping Tools, Meta or TikTok Pixels