

Quick Audit (Existing Sites)

Domain Name: _____

Who Owns It?: _____

- My site:
- Used by Customers
 - Mobile-Ready
 - Secure (SSL)
 - Google Business Listing
 - Beautiful
 - Easy to Navigate
 - Analytics
 - Gathers Data

WHO | WHY | WHAT

Who is the site for? *(Get specific)*

Why should they care? Education Entertainment Time Machine Purchase

What do you want them to do? How can you make it clear?

How might my site reduce friction?

FEATURES

(Gotta Have/Nice to Have)

INFRASTRUCTURE

(What do I need to have outside of my website?)

HIRE VS. DIY

Platform of Choice: _____ Budget: _____

Timeline: _____

INGREDIENTS LIST

(circle/annotate items you have or need)

Photography	Domain Name	Inventory	Logo
Copy (words)	Sample Sites	Product Photos	Payment Processor
Form Data	Identity	Testimonials	Bank Account
Outline	Color Palette	Shipping Rates	Privacy Policy
Call To Action	Design Inspiration	Customer Persona	Return Policy
Integrations	Photographer		

PAGE PLANNING

PAGE NAME

PURPOSE

Why does this page need to exist? What's the function?

PROPOSAL

What is the call to action?

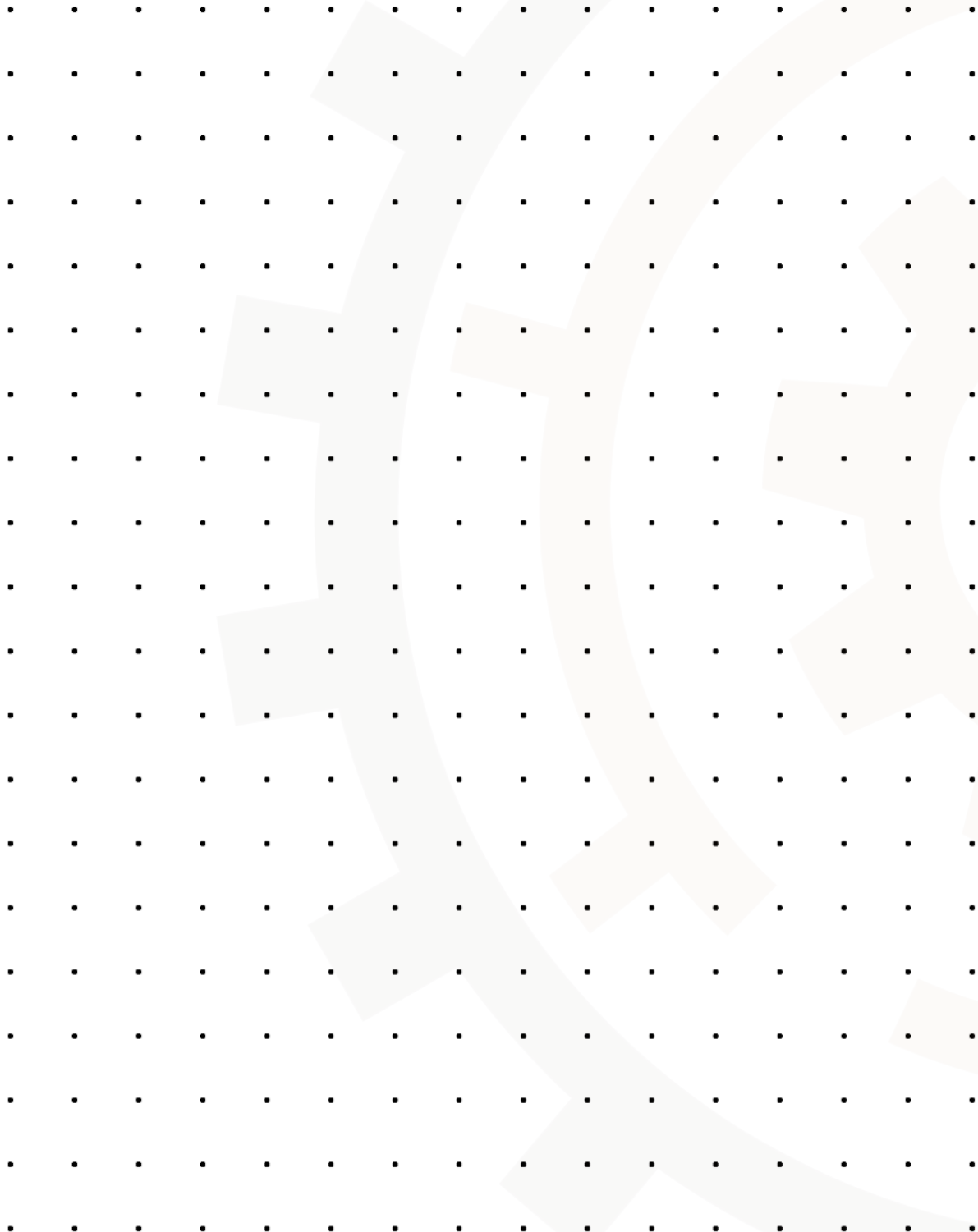
PHOTOS

What photos or graphical elements are needed?

PROSE

What sections of copy are needed?
What do you need to say/convey?

WIREFRAMING



FEEDBACK IS OXYGEN:



Thanks for taking my workshop. If you had a good experience, please consider leaving me a [Google Review](#).

If you'd like to get more helpful tools to build your business, you can subscribe to my [newsletter](#), check out my [podcast](#), or even take one of my [online courses](#).

All my info and projects are at www.rustbeltstartup.com

Hope to connect with you in the future!

-Ryan