A PROJECT FOUNDATION GUIDE

DIY Website Project Clarity Worksheet

Created by
weekendwebpro.com

About Me

Hi! I'm **Shonna**, your DIY Website Guide at Weekend Web Pro.

Let’s figure out what you can start focusing on now to establish momentum on your DIY Website Project.

I have over 20 years of experience in making web- and mobile-based software. I like to empower solopreneurs and busy professionals to become their own Weekend Web Pro and get started on a DIY Website project with low effort and relatively low cost.

What best describes your current website situation?

- I don’t have a website yet.
- I have a site, but it’s still unfinished.
- I have a site, but it’s needs some updates or improvements.
- My site is live, but not getting much traffic.
- My site is live, but I have no idea what kind of traffic it gets.
- My site gets traffic, but not enough leads or sales.

What’s your biggest goal for your website right now?

I just want to launch it.

I want it to look more professional.

I need it to bring in more leads or customers.

I want to feel more confident managing it myself.

How comfortable are you with tech stuff like domain names, hosting, or editing your site?

- I feel lost.
- I know the basics
- I’m pretty comfortable.
- I’m confident. I just need a plan.

Which of these tasks do you feel most stuck on?

- Choosing a domain name or platform for web hosting.
- Writing (or improving) my homepage copy.
- Designing the layout or visual branding aspects.
- Setting up contact or email subscriber forms.
- Setting up FREE email addresses with my domain name in them.
- Marketing or traffic.
- Something else.

Now that you've answered a few questions about project clarity...

The next few questions are optional but strongly recommended if you plan to book a Clarity Call. These answers help me prepare for a productive chat with you.

What type of business or project is your website for?

- Professional Services (Training, Coaching, Legal, Accounting, Marketing, etc.)
- Non-Profit Organization
- Community and/or Membership-Based Business
- Products / eCommerce Store
- Portfolio / Pre-Launch Marketing (App, Book, etc.)
- Blog / Personal Branding
- Other

How much time are you able to invest in your website right now?

- Just a couple of hours here and there on weekends for about 1 month.
- Just a couple of hours here and there on weekends for 1-3 months.
- Just a couple of hours here and there on any day of the week for 1-3 months.
- I’d rather hire someone but need to keep it affordable (non-urgent).
- I’d rather hire someone but need to keep it affordable and quick (urgent).
- I don’t know. I need guidance first.

How much money are you able to invest in your website right now?

- $250 - $500
- $500 - $1000
- $1000 - $3000
- $3000 or more

You are now a few steps closer to getting some DIY Website advice from a Weekend Web Pro!

Book a Clarity Call Now!

weekendwebpro.com