NEXORA DIGITAL

FREE RESOURCE · WORKSHEET

Website Planning Worksheet

Answer these questions before asking for quotes. You will get clearer quotes that are easier to compare — and a faster project.

1 Your business

Business name

What you do, in one sentence

Town / area you serve

What makes you different from competitors?

2 The goal of the website

What should a visitor do on your site? Tick up to three.

- ☐ Call you
- ☐ Send an enquiry or request a quote
- ☐ Book an appointment or a table
- ☐ Buy online
- ☐ Visit your shop or office
- ☐ See your menu, price list or catalog
- ☐ Find information (hours, services)
- ☐ Other: _____

How will you know the website is working? (e.g. five enquiries a month)

3 Your customers

Who are your ideal customers?

What do they ask you most often before buying? (These answers make great website content.)

4 Pages you need

- [ ] Home
- [ ] About us
- [ ] Services / Products
- [ ] Menu / Price list
- [ ] Gallery / Projects
- [ ] Reviews (real ones)
- [ ] FAQ
- [ ] Contact
- [ ] Booking
- [ ] Online shop
- [ ] Blog / News
- [ ] Other: _____

5 Content you already have

- [ ] Logo (ideally vector: AI, SVG, PDF)
- [ ] Brand colours and fonts
- [ ] Good-quality photos
- [ ] Texts for the pages
- [ ] Real customer reviews
- [ ] Social media profiles
- [ ] Menu, price list or catalog

What is missing, and who will prepare it?

6 Inspiration

2–3 websites you like, and why

Anything you definitely don't want?

7 Practical details

Do you already have a domain? Which one?

Ideal launch date

Who will update the site after launch?

Approximate budget

Done? Send it over.

Copy your answers into the contact form at **nexora-digital.it** and we'll reply with a clear proposal — or use this worksheet as a brief with any web designer you talk to.

© 2026 NEXORA DIGITAL