

# Craft a website blueprint

## 1. What's the point?

Who is your audience?

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What do they want from you?

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What function does your site need to accomplish?

*Circle one or more. Star the function that should be the primary focus of your site.*

E-commerce

Blogging

Informational – Static

Informational – Professional Development

Portfolio

Might the function need to change a year or more down the road?

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## 2. Who are you?

What's your authentic message?

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How are you visually communicating that message?

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## 3. What will be your call to action?

What do you want your audience to do?

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## 4. What's your timeline and budget?

Who will set up the backend of the website (setting up URLs, hosting, and design)

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Who will maintain your site? How frequently?

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Who/what will secure your website?

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