CREATIVE CO

Website Content Planning Worksheet

Fill out this worksheet before your website project begins — it becomes the raw material for every page your designer or developer writes and builds.

Business Overview

Give readers the short version of who you are and what you do.

In one or two sentences, what does your business do?

Who are your ideal customers?

What makes your business different from competitors?

When was your business founded, and what is its story in brief?

Services & Products

List everything a website visitor should be able to learn about.

List your main services or products:

For each, note the price (or price range) you want to show:

Which service or product do you most want visitors to choose?

Contact Information

Collect the details that appear in your header, footer, and contact page.

Business name exactly as it should appear:

Phone number(s) and email address(es):

Physical address or service area:

Business hours and time zone:

Social media links (Facebook, Instagram, LinkedIn, others):

Testimonials & Reviews

Social proof belongs on your website — gather it before you build.

List 2-3 customer quotes you have permission to use (name + quote):

Where do your existing reviews live (Google, Facebook, etc.)?

Awards, certifications, or memberships worth showing:

Page Content

Decide what each page needs to say before the design begins.

Pages you want (e.g. Home, About, Services, Contact, Blog):

Photos and graphics you can provide (logo files, headshots, product photos):

The one action a visitor should take on every page (call, book, buy, form):

Anything else your website should communicate:

Finished the worksheet? You are ready to build.

Share it with your web designer — or let Creative Co turn it into a professional website for you.
Visit creativecohub.com or call 601-709-4666 to get started.