



WORKSHEET #3

BUILDING YOUR DIGITAL STOREFRONT

Use this worksheet to clarify what you want your website to do and how it will serve visitors.

1. Define Your Website's Purpose

What do you want your website to accomplish? Check all that apply.

- Attract new customers
- Sell products or services online
- Book appointments or consultations
- Showcase my portfolio or work
- Build my email list
- Educate visitors through a blog or resources
- Provide information about my business

2. Plan Your Website's Key Pages

Think about what main pages your visitors need to see. Fill in your goals and content ideas.

| Page Name | Purpose | What Will Be On It? |
|-------------------|---------|---------------------|
| Home | _____ | _____ |
| About | _____ | _____ |
| Services/Products | _____ | _____ |
| Contact | _____ | _____ |
| Blog/Resources | _____ | _____ |



3. Must-Have Features

Which of these features do you currently have or want to add?

- Mobile-friendly design
- Easy navigation/menu
- Clear calls-to-action (CTA)
- Email sign-up form
- Online store or payment option
- Social media links
- Analytics and tracking
- SEO optimization

4. Define Your Website's Purpose

Pick 1–2 action steps to improve or launch your digital storefront this week.

1.

2.