



PUSH¹⁰

Setting a Strategic Foundation
for Your Website *The Worksheet*

EXERCISE 1

Breaking down business goals into website goals

01 Why is each goal important to our continued success?

02 How can our website help achieve this strategic goal?

Business Goal 1	Business Goal 2	Business Goal 3
WEBSITE GOALS 1. ... 2. ... 3. ...	WEBSITE GOALS 1. ... 2. ... 3. ...	WEBSITE GOALS 1. ... 2. ... 3. ...

EXERCISE 2

Defining key target audiences

Decide on your top 3-4 target audiences you would like your website to consider. For each audience type, fill out this matrix.

GOAL

What is their ultimate goal they hope to accomplish by interacting with our website?

ACTIONS

What are the top three things this audience group wants to do on our website?

QUESTIONS

What questions do they have? What kind of information do they need before completing these actions?

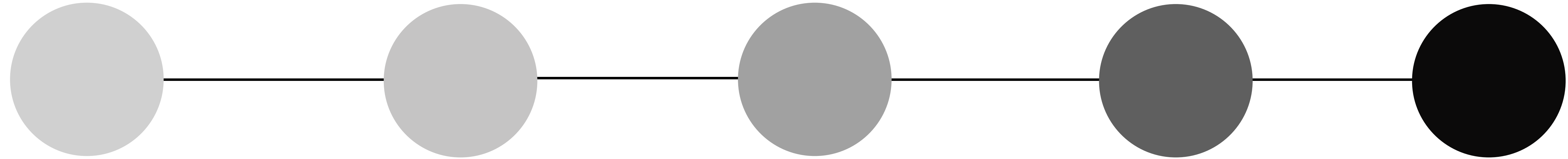
ROADBLOCKS

What are our current roadblocks to connecting with this audience?

EXERCISE 3

Mapping out user journeys

For each audience group, consider how they might optimally navigate through the site. Where would they land? What questions will they have? What actions might we drive them to take?



	Awareness	Interest	Desire	Action	Loyalty
Stage	<i>How should the user discover you?</i>	<i>What can the user do to learn more about you?</i>	<i>What can the user do or where can they go to engage with you?</i>	<i>What action can the user take to access you and your service?</i>	<i>What can the user do to share your service with others?</i>
Page					
Questions					

EXERCISE 4

Content Prioritization

Write down all of the pages on your current website. For each page, ask yourself the following questions:

1. What is the goal of this page?
2. What content is on this page?
3. Does this page answer important questions for our audiences? Which questions?
4. Does this page have call-to-actions?
5. Should we keep, refine, or delete this page from our new site?

Page	Goal	Content	Questions	Call-to-action
Home	Introduce audience to who we are and inspire them to go to services page or open a fund	<ul style="list-style-type: none">• Hero banner• About us• Services teaser• Testimonials• Featured articles	<ul style="list-style-type: none">• Who is VCF?• What do they do?• Do people like me vouch for them?	<ul style="list-style-type: none">• Open a fund• Learn more• Contact advisor• Sign up for newsletter
Services	Inform our audience on our services and drive them to open a fund page	<ul style="list-style-type: none">• Page banner• Service sections with photos, descriptions, and CTAs	<ul style="list-style-type: none">• What can I expect from these services?• What is the value of these services?	<ul style="list-style-type: none">• Open a fund• Contact advisor