

Building a Website for Your Small Business
or Service, July 16, 23, 30, Aug 6, 2019

Website Plan for:

Prepared by:

Last updated:

About the Business

Business Overview / Elevator Pitch

Slogan (a.k.a. tagline or strapline)

Brand Image

About the Audience

Customers / Target Audience

Customer's Primary Purpose on the Site

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About the Website

Goals

Functions

Content

Example:

Integration

Site Management

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About the Project

Project Team

Project Timelines

Project Budget

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Breakdown:

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\$ = TOTAL ESTIMATE

Source: [Building Business Websites with Squarespace 7](#), Mike Coffey, Packt Publishing, 2015