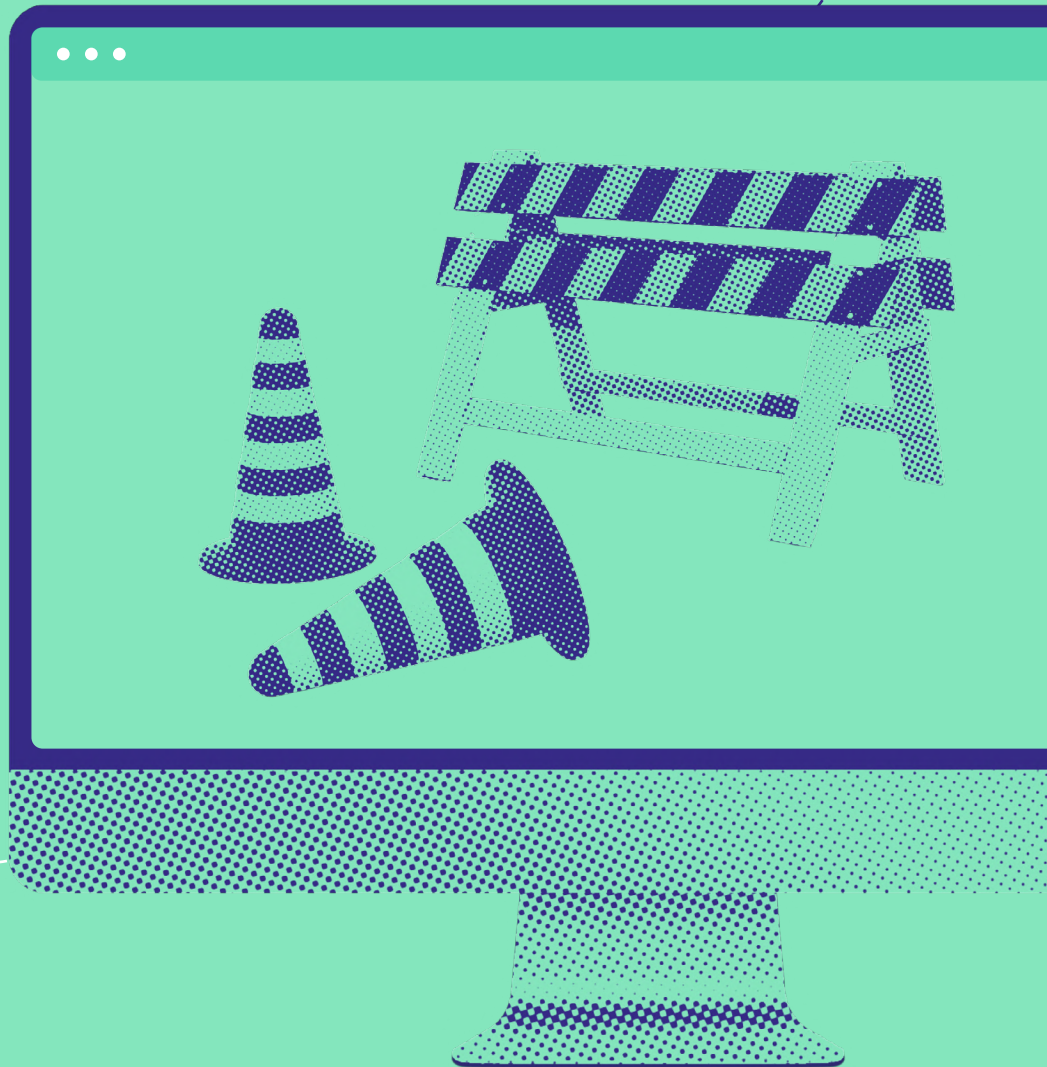


Website Strategy Worksheet



Goals and Metrics

The goals of your website project will be the guiding lights of your strategy and project, especially when you get into the weeds of design and development.

Answer these questions to start planning your goals, metrics, and expected results of your new website.

1. What are the top 3 goals of your website?
2. If you have a website, where is it underperforming?
3. How much organic traffic is your website currently generating?
4. How will you generate new leads through the website?
5. How will you convert leads into customers through the website?

Example goal and metric:

Goal	Metric
Turn the company website into one of the top sources of net new lead generation	Convert 25 net new leads per month through website landing pages

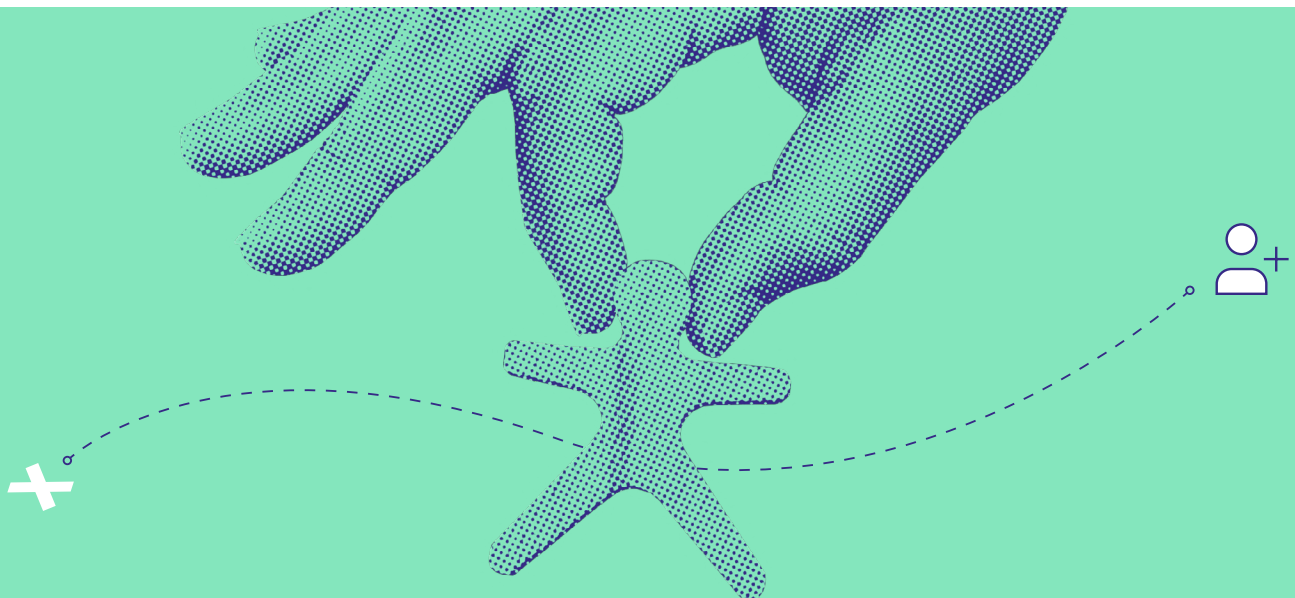


Target Customers

When you build your new website, your target customers may not come and take a look around immediately. You need to show them the way. Audiences and customers aren't numbers on a graph. They're humans with goals, desires, biases, fears, motivations, and interests.

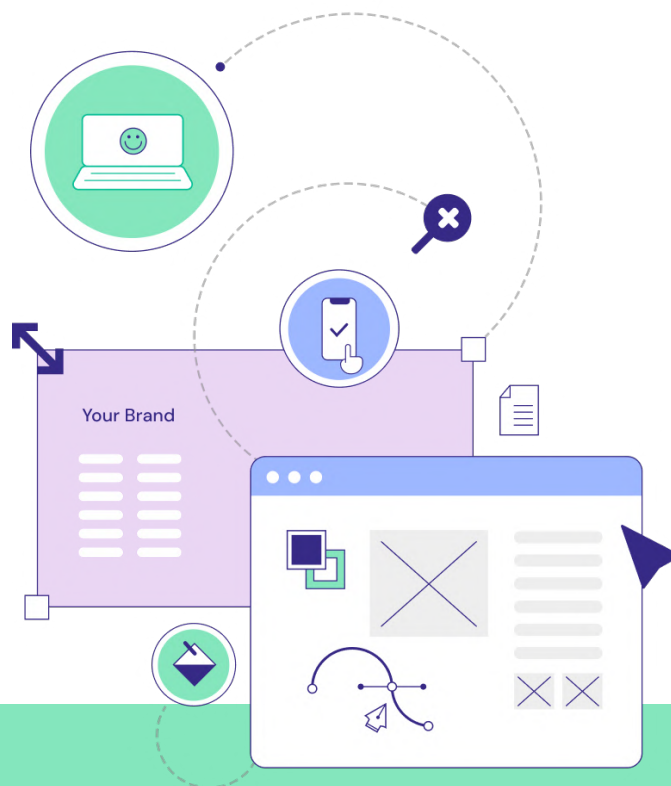
As you start your website strategy, put your customer at the heart of it by answering these questions to step into their shoes.

1. Who are your current customers?
2. What are the goals of your customers? What are their pain points? Fears? Dreams?
3. What is the role and responsibility of your customer(s)? Describe their day-to-day and how your product or services help them solve their problems.
4. Which new audiences or customers do you want to target?



Brand Positioning, Messaging, and Visual Identity

If you're creating your website from scratch or redesigning it, then this project will be an excellent opportunity to develop or refresh your brand identity. A brand refresh is like a facelift for your brand. The goal is to analyze and update parts of your company's brand identity to create a more accurate representation of the company today and where it's headed in the future. A complete rebrand overhauls all aspects of your brand and represents a complete repositioning of your company.



Get started on either path by answering these prompts.

1. What is your business? Which services or product(s) do you offer to customers?
2. What is the overall message you wish to portray with your brand? What should your customers think and feel when they see and interact with the website?
3. What is the "personality" of your brand?
4. What kind of "voice" and "tone" do you want the brand to have online?
5. What do you like and dislike about your current branding, messaging, and visual identity?
6. If you had to describe your business in one word, what would it be and why?

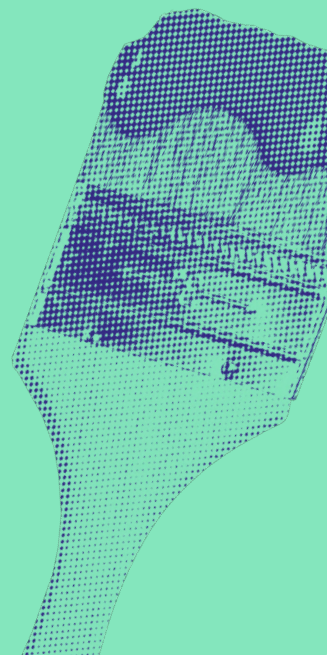
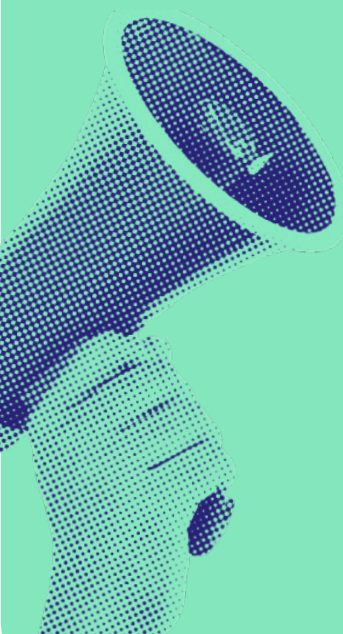
Examples of brand personality and voice/tone

Personality

Creative,
knowledgeable,
and slightly
eccentric

Voice/tone

Consultative
with a hint
of humor



Optimize Your Website To Drive Results

Intimidated? Don't be. Leverage this worksheet to analyze your website and determine which parts need to be optimized first, then move on to the next. Over time, you can refine your entire website to achieve your marketing objectives, while getting lots of quick wins along the way. Aimtal can help you with this, too. [Our results speak for themselves.](#)



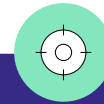
\$1.5M

In marketing-
influence revenue



95k+

New followers on all
our social channels



4k+

Leads from digital
marketing campaigns
+ webinars

Grow your B2B brand and business.

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About Aimtal

Aimtal is a remote-first integrated marketing agency with a team and clients worldwide. With a specialization in B2B marketing, Aimtal creates and executes digital strategies that convert audiences into loyal customers and drive revenue growth.

Our consultative, creative, and data-informed approach to marketing allows our team of experts to build a strategy and achieve measurable results that achieve goals of brand awareness and business growth.

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