

DO THIS BEFORE MAKING YOUR WEBSITE



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CHECKLIST

Get clear about your product or services

- What does your product do exactly? / What services do you offer?
- What's the benefits?
- Who may need it?

Zero in on your target audience

What kind of people are most likely to love your product or services? The most beautiful website will fail to grow your business if it's aimed to the wrong audience.

Don't try to appeal to everybody. Instead, zero in on those who will benefit the most from your offer. The checkpoints below will help you define your target audience.

Demographics

- Age
- Gender
- Education
- Occupation
- Income
- Location

Lifestyle

- Hobbies
- TV shows & movies
- Favorite books
- Pets
- Where they hangout

Online behavior

- Preferred social platforms
- Forums
- Websites
- Preferred way to get information online (videos / podcasts / blog posts, etc.)

CHECKLIST

What makes them tick?

- Problems
- Fears
- Desires
- Values
- How do they make the decision to buy?
- Whom do they trust

Define the purpose of your website

- How will your website help your business? For example, get new clients, sell your product, promote your brand, earn money with affiliate marketing etc.
- What pages would you need? Make a list.
- Do you need a blog? If yes, what will be your blog's focus?
- What areas/pages on your website would require frequent changes?
- Are you going to grow your email list? If yes, how?



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