Craft a website blueprint

1. **What’s the point?**
   Who is your audience?
   
  ___________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   What do they want from you?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   What function does your site need to accomplish?
   *Circle one or more. Star the function that should be the primary focus of your site.*
   - E-commerce
   - Blogging
   - Informational – Static
   - Informational – Professional Development
   - Portfolio
   
   Might the function need to change a year or more down the road?
   _____________________________________________________________________________

2. **Who are you?**
   What’s your authentic message?
   
  ___________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   How are you visually communicating that message?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

3. **What will be your call to action?**
   What do you want your audience to do?
   
  ___________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

4. **What’s your timeline and budget?**
   Who will set up the backend of the website (setting up URLs, hosting, and design)
   _____________________________________________________________________________
   Who will maintain your site? How frequently?
   _____________________________________________________________________________
   Who/what will secure your website?
   _____________________________________________________________________________