

# 3 KEY QUESTIONS YOU MUST ASK (AND ANSWER)

*Before Starting Any Website Project*

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**TRAIL GUIDE**  
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## Does either of these questions sound familiar?

“What WordPress theme is best for \_\_\_\_\_?”

“What is the style of website you are looking for?”

You may have asked around about the first question yourself, and you may have had the second posed by a website designer or developer. It used to be one of my first questions!

Over the years, however, I’ve come to realize, that this is NOT the first, second, or even third question to ask at the beginning of any website project.

*Does this surprise you?*

You see, for just about any design project, when you start out first thinking about the style, fonts, and images, etc. you can quickly take the project in the wrong direction. When you start out with the question of design as the first question, you may end up with a site that looks impressive but does nothing for your business.

## So, where do you start?

You start by asking and diving into the following three key questions:

- 1) Who is my target market?
- 2) Where is my business going?
- 3) What are my top 3 website goals?

## Key Question #1: Who is my target market?

I saw that! You just cringed as you read that, didn't you?!

I don't blame you. It can be a difficult question. It's one I have struggled with and resisted over the years. But, I also know it is one of the reasons why my business did not grow and why I had a hard time creating a website that converted visitors into subscribers and clients.

When you take the time to identify and understand who your target market is, you are establishing a foundation from which to create a website that not only converts but becomes an asset to your business.

You may not have a crystal clear picture of who that is right now, and that's okay. Even having a general idea is a great place to get started. As you grow and get to know your customers better, your understanding of your target market will become clearer over time.

But, knowing to WHOM you are talking to is important because it will impact the decisions you make about your website like:

- The words you use on your website.
- The type of content you use on your website (text, images, video, audio).
- The colors you use on your website.
- The calls to actions to use on your website.
- Where to market your business and promote your website.

Is that starting to make sense now? Now it's your turn. Take a moment and describe what you know, right now, about your target audience.

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Great!! Now let's look at Key Question #2.

## Key Question #2: Where is my business headed?

You probably have at least a few business goals laid out for the coming months of products you are launching, services to promote, and coaching programs you want to fill.

Well done!

But, have you considered how your website fits into these plans and goals?

Knowing what is ahead for you in your business helps make clear:

- What pages your website will need.
- What tools or resources need to be available on your website.
- What needs to be on your website now, and what can be added to your website later.

List out any goals, plans, and product launches you have scheduled for the next 60-90 days:

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Now that you have that listed out, we can jump right into Key Question #3.

### Key Question #3: What are your top 3 website goals?

Not sure what I mean by this question? Let's take a look at an example.

You know that you have a big marketing campaign coming up to launch a new book or coaching program. Cool! Now, to whom are you going to market these products and services?

Now we are getting somewhere. Knowing this launch is coming, we can safely assume that growing your email marketing list will need to be one of your top three website goals.

And knowing that growing your list is a top goal, you now know that:

- You need to have a compelling optin offer that will entice visitors to your site to give you their email address in exchange for your freebie, eCourse, or report.
- You need to have this offer displayed prominently on your home page, sidebars, and at the bottom of blog posts.

Other website goals could be having visitors buy a book or to click on a "schedule a complimentary coaching call" button.

Again, it is important to have these goals in mind as you create content, calls to action, blog posts, and more.

List out your top 3 website goals:

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With answers to these three questions, you now have a foundation with which to move forward in your website project. From here you can start developing your content, creating an optin offer, and now start to consider what design and style would work for your website.

### **Before you go, just one more thing I want to mention.**

Creating a website that speaks to your target market does not mean completely taking your personality, your likes/dislikes, or your brand out of the design equation. Of course, you want to make sure that visitors to your site see you. They need to know you are a good fit for them and help them develop the “know, like, and trust” needed to convert them from visitor to customer.

It does mean however that if you say pink with bright purple polka dots is your favorite design style, but your target is audience male, high energy, and outdoorsy, you may want to re-consider using those colors and that style on your website. 😊

With careful planning and attention, you can display and promote your brand and show your personality while still making sure you are attracting the type of client you want to work with.

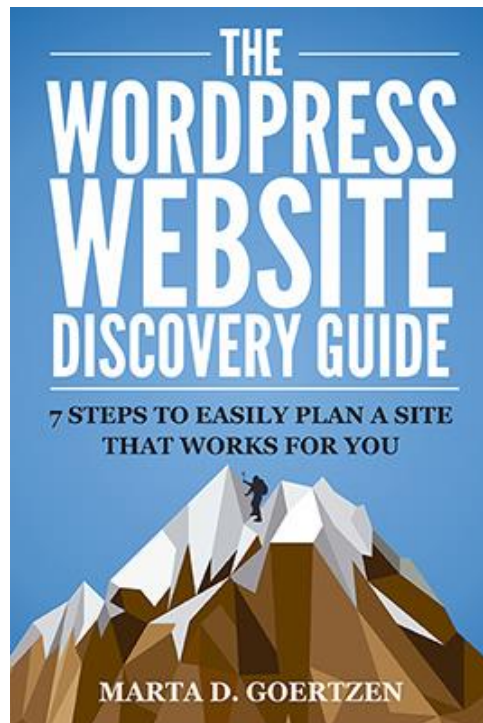
**[So, are ready to start your website adventure?](#)**



Marta Goertzen is the owner of Trail Guide WebWorks and author of the book, “The WordPress Website Discovery Guide”. As a WordPress website consultant and developer, her mission is to help coaches and consultants create simple, effective websites that help them take their business online.

Visit [TrailGuideWebWorks.com](http://TrailGuideWebWorks.com) to learn more.

You can dive further into these questions, and more! With my book “The WordPress Website Discovery Guide”



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