

Website Blueprint

Getting a website made is exciting, but it can also feel overwhelming. Where do you start? What do you actually need?

That's exactly what this blueprint is for. By thinking through the right questions in advance, you'll go into the process with clarity and confidence. You don't need to fill it out completely, and there are no wrong answers. Think of it as a tool to help you get the most out of your website, at your own pace, in your own way.

And you're not doing this alone. If you get stuck or have questions—reach out. I'm always happy to brainstorm with you, help you figure out what you need.

Ready? Let's build something great.

Your Business & Goals

Before we think about design or features, we start with the foundation: your business and what you want your website to achieve.

About your business

What is your business called?

What do you do, and for whom?

What makes you different from others in your field?

Your website goals

What do you want visitors to do when they land on your website, and what does success look like for you? (*e.g. contact you, make a purchase, book a call*)

Do you have an existing website? If so, what's working, and what isn't?

A little inspiration

Are there websites you love, from competitors or other industries? What functionality do you like about them?

Your Target Audience

Your website isn't for you, it's for your visitors. The better you understand who they are, the easier it becomes to speak their language, address their needs, and turn them from strangers into customers.

Your ideal visitor

How would you describe your ideal customer? *(age, profession, lifestyle, interests—whatever feels relevant)*

What problem are they trying to solve, or what are they looking for?

Their online behavior

How do people typically find you? *(e.g. Google, social media, word of mouth)*

What device do they mostly use to browse? *(mobile, desktop, or both)*

Speaking their language

What tone of voice fits your audience? *(e.g. professional, warm, playful, direct)*

Are there words, phrases, or a style of communication you always use, or want to avoid?

Branding & Style

Your website should feel like you, instantly recognizable and consistent with the rest of your brand. If you already have a visual identity, great. If not, this is a good moment to start thinking about it.

Your current branding

- Do you have an existing logo? If so, do you have it in a vector format (e.g. .svg or .ai)?
- Do you have brand colors? If so, do you have their hex codes?
- Do you have a preferred font or typography style?

Look & feel

How would you describe the vibe you want your website to give off? *(e.g. clean and minimal, warm and personal, bold and modern, luxurious, playful)*

Are there websites, brands, or designs you love the look of? And what specifically appeals to you?

Is there anything you definitely don't want? *(styles, colors, or vibes to avoid)*

Images & visuals

Do you have professional photos of yourself, your team, or your products?

Content & Pages

A website is only as good as the content on it. This section helps you think through which pages you need and what goes on them. Don't worry if you don't have everything ready yet—this is just about getting a clear picture of what's needed.

Your pages

Which pages do you need on your website? *(check all that apply)*

- Home
 - About
 - Services
 - Portfolio
 - Blog/articles
 - Testimonials
 - FAQ
 - Contact
 - Other
-

Your content

Do you have existing texts you want to use, or does everything need to be written from scratch?

Who will write the copy for your website? You, your developer, a copywriter?

Do you have testimonials or reviews you can use?

- Yes
- No
- Not yet, but I can collect them

Do you have a portfolio, case studies, or work examples to show?

- Yes
- No
- Not applicable

Languages

In which language(s) will your website be available?

Functionality & Features

Every website has different needs. Some are simple and informational, others are packed with features.

Basic features

Which of the following do you need? *(check all that apply)*

- Contact form
 - Newsletter signup
 - Live chat
 - Social media links
 - Google Maps
 - Photo or video gallery
 - Search functionality
 - Other
-

Advanced features

- Webshop
 - Online booking or appointment system
 - Member area or login
 - Online courses or digital products
 - Multilingual support
 - Other
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Integrations

Are there tools or platforms your website needs to connect with? *(e.g. Mailchimp, Calendly, Instagram, a CRM, payment providers)*

Technical Basics

The technical side of a website can feel like a minefield if you're not familiar with it. Don't worry, you don't need to figure this out alone. But it helps to know where you stand before we get started.

Hosting

Do you already have a domain name? (e.g. [yourbusiness.com](#))

- Yes: _____
- No, I still need to register one
- Not sure

Do you have a hosting provider?

- Yes: _____
- No, I still need one
- Not sure what this is

Do you have a professional email address? (e.g. [hello@yourbusiness.com](#))

- Yes
- No, I'd like to set one up
- Not sure

Do you have a Google Analytics or Search Console account?

- Yes
- No, I'd like to set one up
- Not sure

Budget & Timeline

Talking about budget can feel awkward, but it's one of the most important conversations to have upfront. Being clear about what you can spend and when you need to launch helps your developer give you realistic options and avoid disappointment on either side.

Budget

What is your approximate budget for this project?

- €500-€1,000
- €1,000-€5,000
- €5,000-€15,000
- €15,000+
- I'm not sure yet, I'd like advice on what's realistic

Timeline

Do you have a launch date in mind?

- Yes: ____
- No I'm flexible

Are there any important deadlines or events your website needs to be live for? (e.g. a product launch, an event, a campaign)

A note about ongoing costs

A website isn't a one-time investment. Once it's live, there are recurring costs to keep in mind such as hosting, your domain renewal, software licenses, and plugin subscriptions. Depending on your setup, these can range from a modest monthly fee to a more significant annual investment. It's good to factor this into your budget from the start. Not sure what to expect? Feel free to ask, I'm happy to give you a realistic overview.

Questions to Ask Your Developer

Hiring the right person to build your website is just as important as the website itself. These questions will help you have a confident, informed conversation, whether you're talking to me or comparing multiple options.

About their work & experience

- Can I see examples of websites you've built, preferably in my industry or a similar one?
- How long have you been working with WordPress?
- Will you be doing all the work yourself, or do you work with a team?

About the process

- What does your process look like, from start to launch?
- How do you handle feedback and revisions, how many rounds are included?
- How do we communicate during the project, and what's your typical response time?

About the end result

- Will I be able to update the website myself after launch?
- Will the website be optimized for mobile and search engines (SEO)?
- What happens if something breaks after launch, do you offer support?

About the practical side

- What do you need from me to get started?
- How and when do you invoice—do you require a deposit?
- What if the project takes longer than expected, or the scope changes?

Next Steps

You made it to the end, and that's already a great sign. It means you're serious about your website, and that makes all the difference!

Don't worry if you can't answer every question. This blueprint is a starting point. The most important thing is that you now have a clearer picture of what you want, what you need, and what to expect from the process.

So, what's next?

Take a look at your answers and see if anything stands out. Questions you'd like to think through further, or topics you'd love to discuss with someone who knows their way around a website.

That someone can be me. Whether you're ready to get started, still exploring your options, or just have a question you've been sitting on.

Let's build something you're proud of.

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