

WEB STRATEGIC

THINKER

HOW TO USE
THE STRATEGIC
THINKER

INTRODUCTION

This publication is designed to help you consider all the important areas that might be crucial from a web design and development perspective. If you go through it, you will have the opportunity to think about questions that may not have occurred to you as a layperson but are essential for creating the most effective website for your business.

Filling out this booklet does not replace the personal consultation necessary for an accurate quote, but it helps you prepare thoroughly for a discussion with the web developer.



THEREFORE, PLEASE TAKE YOUR TIME TO FILL IT OUT! DON'T RUSH, DON'T HURRY! TAKE A NIGHT TO THINK OVER YOUR ANSWERS BEFORE EXPLAINING EACH TOPIC!

I INVITE YOU TO SOME DEEP REFLECTION TO SEE THE ASPECTS RELATED TO YOUR BUSINESS AS CLEARLY AS POSSIBLE.



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Since the booklet can be filled out online with a PDF reader (e.g., Acrobat Reader), it's better to use a laptop or desktop computer rather than a phone. Fill out only the topics and pages you find relevant. Leave the rest blank! Follow these three points when filling it out.

SLOW DOWN!

1

Spend enough time and attention on each page and topic group! Focus on this one thing while filling it out! If it's more comfortable, work on one chapter at a time!

2

Examine the answer behind the first answer. You may uncover connections you hadn't thought of before. It's okay if you're uncertain about some points; in that case, gather your questions!

3

WRITE IT DOWN!

Words and thoughts easily vanish if not written down. That's why I ask you not to just look at the questions on your phone and answer them in your head. Instead, sit down, gather, and write down your answers and questions!

INSTRUCTIONS IN BRIEF



THE BUSINESS

2 HISTORY OF YOUR BUSINESS

Answer the questions on the right or tell freely as you like!



WHO ARE YOU?

TELL ME ABOUT YOUR BUSINESS ACTIVITY!

WHAT IS THE STORY BEHIND YOUR BUSINESS?

WHAT IS THE MISSION OR CORE VALUE OF YOUR COMPANY?

2

1

BASIC INFORMATION

BUSINESS NAME

MAIN PROFILE OF YOUR BUSINESS

in one sentence

SUPPLEMENTARY ACTIVITIES

CHOSEN DOMAIN NAME

EDINAGORA.EU



TARGET AUDIENCE

1 YOUR CURRENT CLIENTS

If you are just starting your business, skip this part!

AGE GROUP

GENDER / RATIOS

WHERE DO THEY LIVE?

In a big city? Countryside? Abroad?

HOW DID THEY FIND YOU?

WHAT CHALLENGES DO YOUR CURRENT CLIENTS FACE?

2 IDEAL CLIENT DATA

It is important not to try to target everyone but to dream up and describe your truly ideal client!

AGE GROUP

GENDER / RATIOS

WHERE DO THEY LIVE?

In a big city? Countryside? Abroad?

WHAT IS THE MAIN AREA OF INTEREST?

KEY CHARACTERISTICS

3 DESCRIPTION OF YOUR IDEAL CLIENT

Gather as many details as possible. What problems and needs do they have? How do they commit? How do they behave online? What content do they like? etc.



THE PURPOSE

TO MAKE YOUR SITE EFFECTIVE, TRY TO BE AS SPECIFIC AS POSSIBLE WITH YOUR GOALS!

1 THE PURPOSE OF THE SITE

EXPLAIN EXACTLY WHAT THE PURPOSE OF YOUR NEW WEBSITE IS!

Information dissemination? Education? Trust building? Acquiring emails? Achieving sales? Etc. Why is this website being created?

2 MAIN MESSAGE

WHAT IS THE MAIN MESSAGE YOU WANT TO CONVEY?

3 CALL-TO-ACTION

WHAT IS THE PRIMARY ACTION YOU WANT THE VISITOR TO TAKE ON YOUR SITE?

Sign up for your newsletter? Download something? Watch videos? Make a purchase? Book an appointment? What is the most important?



CURRENT WEBSITE

SKIP THIS PAGE IF YOU DON'T HAVE A WEBSITE YET!

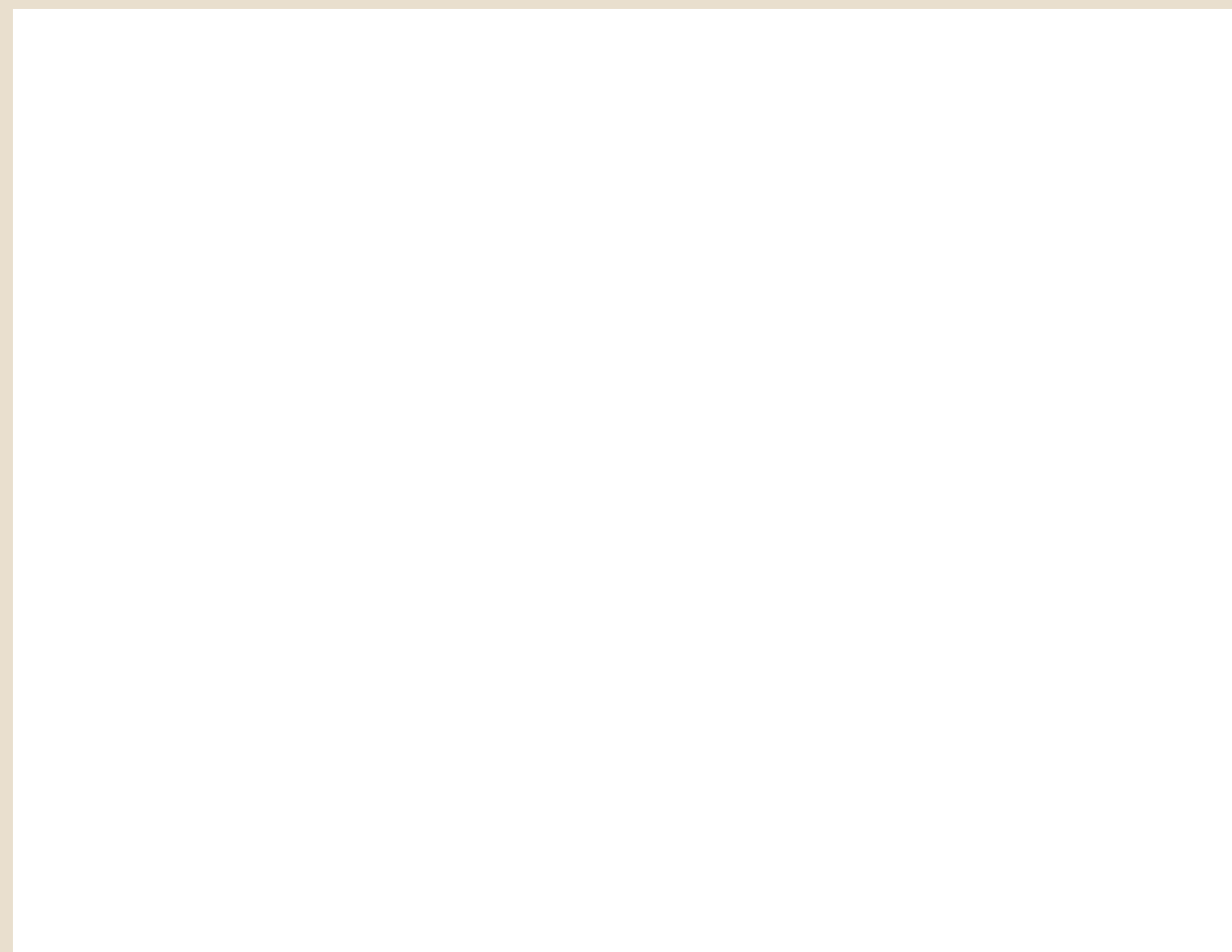
LINK TO YOUR CURRENT WEBSITE

https://

1

ADVANTAGES

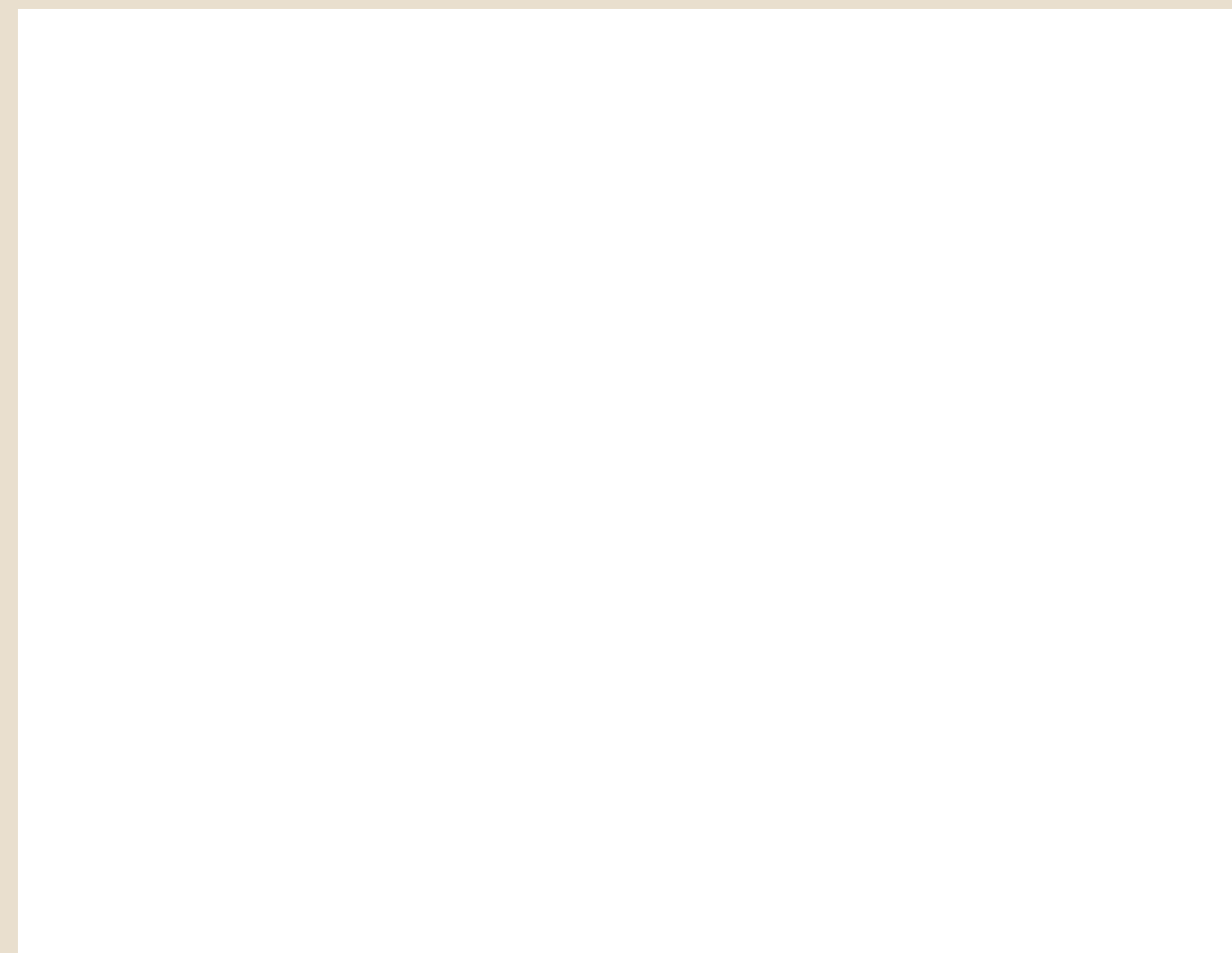
What works well on your current site? What do you like about it?



2

DISADVANTAGES

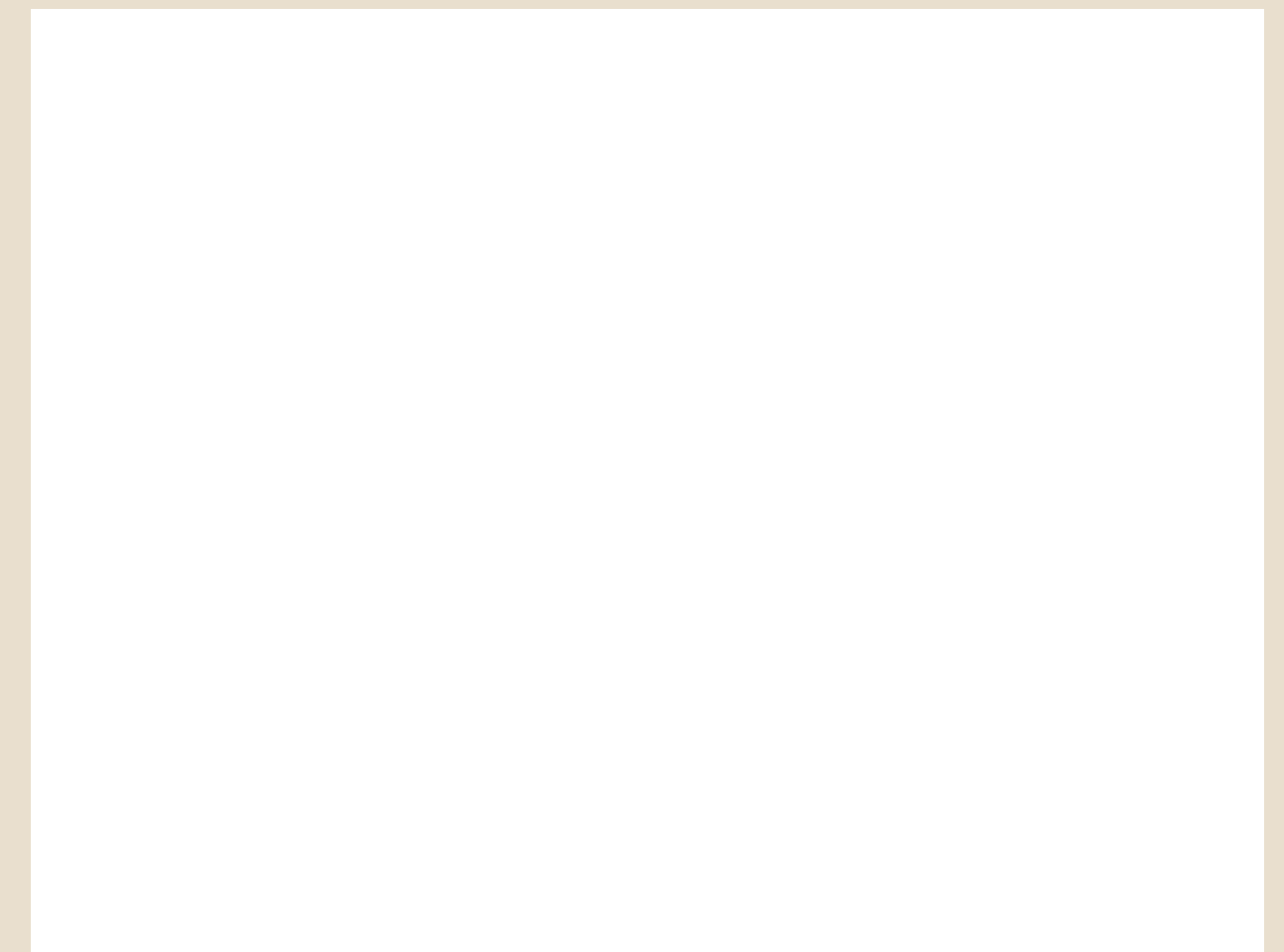
What are the factors that definitely need improvement? What doesn't work?improvement?



3

WHAT SHOULD REMAIN?

What should be kept and considered for the redesign? List everything that might be important!



THAT YOU LIKE

FIND 1-3 EXAMPLE SITES THAT YOU LIKE AND GATHER WHAT YOU LIKE MOST ABOUT THEM!

1 EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 1

https://

WHAT CAUGHT YOUR EYE ABOUT IT?

2 EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 2

https://

WHAT CAUGHT YOUR EYE ABOUT IT?

3 EXAMPLE WEBSITE

LINK TO THE EXAMPLE WEBSITE 3

https://

WHAT CAUGHT YOUR EYE ABOUT IT?



THAT YOU LIKE

LET'S TALK ABOUT THE ATMOSPHERE!

1 COLORS

WHAT COLOR SCHEME DID YOU ENVISION?

2 MOODS

WHAT FEELINGS OR MOODS ARE CREATED WHEN SOMEONE CLICKS ON YOUR WEBSITE?

3 SYMBOLS

WHAT MOTIFS, VISUAL ELEMENTS DO YOU LIKE?

4

WHAT GRAPHIC ELEMENTS ARE ALREADY PREPARED?

List what is already available (e.g., logo, fonts, brand guidelines, color palette, etc.)



COMPETITORS

WHO ARE YOUR COMPETITORS? FIND 1-3 COMPETITORS!

1 COMPETITOR

LINK TO THE COMPETITOR'S WEBSITE 1

https://

2 COMPETITOR

LINK TO THE COMPETITOR'S WEBSITE 2

https://

3 COMPETITOR

LINK TO THE COMPETITOR'S WEBSITE 3

https://

4 ABOUT THE COMPETITORS

WHAT CAN BE KNOWN ABOUT THEM? GATHER EVERYTHING THAT COMES TO MIND!



STRUCTURE

THINK THROUGH THE MENU STRUCTURE OF YOUR WEBSITE

1 MENU STRUCTURE

LIST THE MAIN AND SUBMENUS YOU WANT TO DISPLAY:

2 SECTIONS

WHAT SECTIONS WILL YOU NEED WITHIN THE PAGES?

(Partners? FAQ? Testimonials? Price list? etc.)

3 PAGES

HOW MANY PAGES WILL YOUR WEBSITE LIKELY CONSIST OF?

--



FUNCTIONS & FEATURES

LET'S GATHER EVERYTHING YOUR WEBSITE NEEDS TO KNOW!

A modern site is responsive, i.e., mobile-friendly, includes mandatory elements, such as GDPR/Cookie notification, privacy page, terms and conditions for online stores, analytics, basic SEO, firewall.

WHAT ELSE DO YOU NEED? MARK WITH AN X!

1 BASICS

- BLOG
- GALLERY
- FORM
- VIDEO / AUDIO
- NEWSLETTER

2 EXTRAS

- WEBSHOP
- EVENT MANAGER
- APPOINTMENT BOOKING
- MEMBERSHIP MANAGEMENT
- ONLINE COURSE
- MULTILINGUAL SITE

3 ADDITIONAL FEATURES

DID WE MISS SOMETHING? WRITE DOWN YOUR IDEA!



QUESTIONS

DIDN'T YOU MANAGE TO ANSWER EVERYTHING? NO PROBLEM!

QUESTIONS,

THAT AROSE DURING THE PROCESS:



IF YOU ARE STUCK ON ANY TOPIC, OR NEED A QUOTE,

I am happy to help clarify any questions that arise in a free online consultation, after which I will be happy to provide a quote for the work!

SEND ME THE FILLED OUT FORM TO:

EDINA@EDINAGORA.EU

AND I'LL GET BACK YOU SOON!

EDINAGORA.EU





**WISHING YOU A SUCCESSFUL
AND BEAUTIFUL NEW WEBSITE!**

– EDINA GÓRA –