



# Discovery Worksheet

**WEBKITCHEN**<sup>o</sup>  
YOUR BUSINESS ONLINE



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## Discovery Worksheet?

This worksheet is to be used at the planning stages of your website or web strategy. It will provoke and prod your thinking while providing a structure on which to hang your thoughts.

## Your Website is Not for You!

Most businesses build a website or an online campaign with the goal of describing their company. A better approach is to build your website or strategy with the goal of serving the needs of your intended audience.

To that end we have outlined below 4 questions that you will need to answer in order to provoke a discussion and arrive at decisions around the content, design and structure of your site or campaign.



# Q1. Who Are you trying to reach?

## Thinking

Every site has specific audience groups. What are yours? A clear understanding of your target audience will impact all aspects of your site, from name, color, layout and structure, down to the words and language you use to describe what you do. Vital to the success of any site is a clear picture of who the site visitors will be. It's not as daunting as you might think and will really focus your thinking in terms of who the site is aimed at and what it is you are trying to achieve. Take a few minutes and think about the industry you are in, the service or product you offer and identify the target audiences for your website.

## Action

Identify the key audience groups your site is for. Think for example, about whether they are male or female, web savvy or technical novices. Think about their requirements, concerns and worries. All of these factors will have an influence on how you design structure and organise your site.

(USE THE WORKSHEET IN THE APPENDIX)

#	Audience Name	Description
1		
2		
3		
4		



## Q2. What are you trying to say

### Thinking

Too many websites talk about the company that owns it and not enough about the people that use it. **If you are clear about your audience, you need to be clear that you address their concerns, not your own;** that you speak their language, that the first thing they see and read resonates with their needs. Visitors to your site have something in mind, they are not looking for you, they are looking for something for themselves.

### Action

For each audience group identified in step 1, describe your services/products in terms of

- What they are looking for?
- What are the benefits to them, of what you offer?
- What are the features of what you offer?
- What messages need to be regularly repeated to address quick browsing and scanning visitors?
- What messages (search terms) are most likely to resonate with your target audience that can be effectively included within your content

(USE THE WORKSHEET IN THE APPENDIX)

Audience	Benefit of Service	Feature of Service



## Q3. What do you want them to do

### Thinking

Marketers will be familiar with the phrase "call to action" and ultimately that's what you want your site to do, call your users to action. The web is an anonymous medium, people can come to your site and browse and you can see where they went but don't know anything about them. You can collect some information from the browsing habits of your site users. However, only a mechanism to allow users to engage with you will give you real and meaningful information about the use and success of your site.

There are many ways to encourage users of the site to engage with you. Remember the call to action has to be relevant to the user of the site. If you are an expert in your field, provide your customer with something that will help them. Provide a downloadable brochure or fact sheet or hints and tips; ask them to register to receive it. Provide a relevant newsletter or e-zine. (don't spam them, give them some value) Invite them to take part in a poll, express an opinion or leave a comment.

Remember to be realistic; no one is going to buy a complex system or service simply because you put a "Buy Now" button on your site. A more realistic call to action may simply be "give us a call".

### Action

**For each audience group identified in step 1, Identify 1 or more relevant calls to action.**

- Keep in mind that people may not give you something like an email address unless they get something in return.
- Offer them the opportunity to use a calculator and submit their info for a quote/request.
- Offer them the opportunity to avail of a discount if they ring a phone number.
- What are you trying to get your audiences to do and what devices do you need on every page to make this occur?



(USE THE WORKSHEET IN THE APPENDIX)

Audience	Call(s) To Action	Mechanism



## 4. How will you know it's worked?

### Thinking

It is said that 50% of advertising works but no one knows which 50%. The web on the other hand allows you to track, monitor and observe the habits of the users of your site. The key to the success of your site is the extent to which you revise it based on your user's habits.

A successful site is not a fire and forget venture, it involves an evolutionary approach to your site so that what you learn can be applied back to the site in terms of structure, language, layout and emphasis. This requires a commitment to actively monitor your site and the activities of your users and to tweak the content according to their likes and dislikes.

Merely tracking visitor numbers or page impressions or hits isn't sufficient. Ideally you want to know what your users are clicking on, what they are responding to and how this is contributing to the "call to action" you have identified.

### Action

For each call to action outlined in Section 3 make sure that you have..

- a Process and Response times for responding to the Action
- a simple means for recording and tracking the results
- a time based review process in place to check results
- the ability to amend the call's to action and site content

(USE THE WORKSHEET IN THE APPENDIX)

Call to Action	Process for Response	Recording	Review

# Put them all together...

Audience	Benefits of Service	Features of Service	Call to Action	Mechanism	Response	Recording	Review
1							
2							
3							
4							