

WEBFORLESS ACADEMY

Website Planning Workbook

Turn business goals into a practical website brief

Practical workbook · Version 2.0 · July 2026

Purpose and outcomes

- Write the main business problem.
- Name the primary audience and task.
- Define three measurable outcomes.
- Record constraints and non-negotiables.
- List decisions the website must support.

Notes

Content and architecture

- Inventory existing pages and files.
- Mark keep, improve, combine, redirect or remove.
- Draft the primary navigation.
- Assign one purpose to each priority page.
- Identify missing proof and content owners.

Notes

Scope and governance

- Separate launch essentials from later improvements.
- Document integrations and data ownership.
- Name approvers and response deadlines.
- Assign post-launch content ownership.
- Record domain, hosting and source-code access.

Notes
