# Website Requirements Document

Hello friend,

“What do I want” is the most important and often hardest question when starting a website project. But how can you make sure to achieve your goals if you don’t understand what it is that you are working toward?

This is why we created this website requirement document. It should help you to thoroughly plan your website launch on the way to creating an amazing web presence and an online tool that will generate results for your business.

Overwhelmed? Lost? We are here to help.



Sometimes all it needs is a little help from a friend.
We have manged a lot of website projects and we understand that things can get
overwhelming. So, if you feel stuck or just don’t know what to do next,
reach out to us. We are happy to help.

Just send us an email at couch@website-counseling.com and tell us at which point
you are stuck. And we will figure out a solution.

**But for now, let’s get to it!
Have fun painting the picture of your future website!**

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Batul
Founder and Website Counselor

## Step 1: Goals

**Instruction (What needs to be done and why?)**

Define your website’s purpose and goals. Remember that your website is an investment and you want to get return on your investment. Think about what kind of tasks your website could help you with or what you can achieve with your future online presence.

|  |  |
| --- | --- |
| What are your website goals (write them down here)? | Priority |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
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|  |  |

## Step 2: Functionalities

**Instruction (What needs to be done and why?)**

What functionalities do you need on your website? List them here and prioritize them. The prioritization helps to define a budget that matches your budget plans. Remember that it is better to launch a smaller version first and make continuous improvements and add more functionality to your website.

|  |  |
| --- | --- |
| List all functionalities here | Priority |
| Contact form |  |
| Newsletter registration |  |
| eCommerce functionality |  |
| Pop-up, Exit intents, etc. |  |
| Forms for lead generation (e.g. lead magnets) |  |
| Social Media channel integration |  |
| Video integration |  |
| Payment functionality (Stripe, Paypal, etc) |  |
| Share content functionality |  |
| Calendar integration (e.g. Calendly) |  |
|  |  |
|  |  |

## Step 3: Pages

**Instruction (What needs to be done and why?)**

Which pages do you need on your website? List them here and order them to define a structure. We already listed some pages that many of our clients use.

|  |  |
| --- | --- |
| List all pages here | Define the order |
| Homepage |  |
| Product/Service overview |  |
| Product/Service detail |  |
| Testimonial/Portfolio page |  |
| About page |  |
| Contact page |  |
| Blog overview |  |
| Blog detail (with what content?) |  |
| Event/Workshop page |  |
| Landingpages (for Ads) |  |
|  |  |
|  |  |

## Step 4: Modules

**Instruction (What needs to be done and why?)**

Which modules do you need on your website? List them here to help fill your pages. We already went ahead an integrated some examples. Feel free to use them or delete or add modules.

|  |
| --- |
| List all modules here |
| Intro Module |
| Text |
| Big Images |
| Teaser |
| Listing |
| Testimonials  |
| Slide Show |
| Address |
| USPs |
| Social media links |
| Accordeon module |
| Video module |

## Step 5: Technology

**Instruction (What needs to be done and why?)**

What are the technical restraints? What should the developer know in order to setup the website?

|  |  |
| --- | --- |
| Questions | Your answer |
| Do you need hosting services? |  |
| Do you need a domain? |  |
| Do you need an SSL certificate? |  |
| Do you want to setup Google Analytics to track your website? |  |

## Step 6: Design

**Instruction (What needs to be done and why?)**

Did you choose a theme for your website yet? If yes, integrate the link here. If not, help your developer to understand which design to look for by defining the look & feel here.

|  |  |
| --- | --- |
| Questions | Your answer |
| Do you have logo yet? | *If yes, send it to your developer.* |
| Do have design guidelines? | *If yes, send it to your developer.* |
| Did you pick a theme for your wordpress site? | *If yes, paste the link here.* |

## Step 7: Other requirements

**Instruction (What needs to be done and why?)**

What else do you want to mention for your developer?

Website Training

|  |  |
| --- | --- |
| Questions | Your answer |
| Do you want a wordpress training? | *We highly recommend this.* |
| Do you want regular updates and maintenance done? |  |
| What’s your budget? |  |
| Do you have a timing? |  |
|  |  |