Perri
Digital Media

2026 EDITION

Business Website Planning List

Questions to answer before a new website or a redesign



E. hello@perridm.com
perridm.com

BEFORE YOU START

How to use this list

Work through it before the first meeting about your website. A short answer is fine, and "not sure" is a good answer too: it tells us where to start.

Tick what you know
Tick a box when you have the answer, and write it on the line.

Mark the gaps
Leave a box empty when you are not sure. These are the questions to talk through.

Look for AI search
Items marked AI SEARCH help AI assistants find and quote your site.

What the list covers

1. Goals and customers 3
What the website is for, who it is for and what they ask you.

2. How people will find you 3
Google, Bing, maps listings, social pages, AI assistants and the areas you serve.

3. Pages and content 4
The pages you need, FAQ sections, reviews and who writes the words.

4. Trust and accuracy 5
Matching business details everywhere, an About page and keeping details current.

5. Design and accessibility 5
Sites you like, colors that are easy to read, photos, logo and where the phone number goes.

6. Behind the scenes 6
Domain, hosting, email, tracking, connected tools, updates and the time frame.

THE LIST

Goals and customers

1 Goals and customers

- [ ] **What is the main goal for your website?**
  Calls, booked appointments, quote requests, sales?

- [ ] **What other goals do you have?**

- [ ] **Who are your customers, and what are they trying to get done when they visit?**

- [ ] **What questions do customers ask you most often, before and after they buy?** AI SEARCH

2 How people will find you

- [ ] **Do you have a Google Business Profile? Is it claimed, and does it match your website?** AI SEARCH

- [ ] **Do you have a Bing Places listing?**

- [ ] **Which social pages do you use, and does your website link to them?**

- [ ] **What would a customer type into Google, or ask an AI assistant, to find a business like yours?** AI SEARCH

- [ ] **Which towns or areas do you serve?**

THE LIST

Pages and content

3 Pages and content

- [ ] **Which services need a page of their own?** AI SEARCH
  One page per service gives search engines and AI assistants a clear answer to point to.

- [ ] **Which areas need a page of their own, if you serve more than one town?**

- [ ] **Will each key page have a short FAQ section?** AI SEARCH
  Answer the questions customers really ask, in plain words, on the page they belong to. Start each answer with the answer, then explain.

- [ ] **Do you have reviews or testimonials you can show?**

- [ ] **What makes your business the right choice?**
  Years in business, licenses, certifications, awards, the people behind it.

- [ ] **Who will write the content, and who will check that it is accurate?**

- [ ] **Will you have a blog, and who will write for it?**

Why FAQ sections? AI assistants look for clear answers to clear questions. When your service page already asks and answers the question, it is easy for them to use your answer.

THE LIST

Trust, design and accessibility

4 Trust and accuracy

- [ ] **Are your business name, address and phone number exactly the same everywhere?** AI SEARCH
  On your website, your Google Business Profile and every other listing. Search engines and AI assistants compare them.

- [ ] **Do you have an About page that says who you are and why customers can trust you?** AI SEARCH

- [ ] **Will your hours, prices and services be kept current?**
  Out-of-date details are worse than none.

- [ ] **Do you need a privacy policy?**
  If your site has a contact form or analytics, the answer is yes.

5 Design and accessibility

- [ ] **Have you seen sites you like? What do you like or dislike about them?**

- [ ] **What colors fit your brand, and do they have enough contrast to read easily?**
  The current accessibility standard is WCAG 2.2.

- [ ] **Do you have photos you own the rights to?**
  Real photos of your business, your team and your work build more trust than stock images.

- [ ] **Do you have a logo in a digital format?**

- [ ] **Where should your phone number and main button go?**

THE LIST

Behind the scenes

6 Behind the scenes

- [ ] **Do you own your domain name, and who has the login?**

- [ ] **What email service does your business use, and who manages it?**
  Microsoft 365, Google Workspace or your web host. Email on your domain has to keep working when the website changes.

- [ ] **Where will the site be hosted, and who keeps it backed up and up to date?**

- [ ] **How will you know if the website is working?**
  Do you want to track calls, form submissions and where your visitors come from?

- [ ] **Does the site need to connect to anything you already use?**
  Booking, payments, email or a CRM.

- [ ] **How often will the site need updating, and who will do it?**

- [ ] **What is the time frame for completing your website?**

Ready to talk it through?

Bring this list, filled in or half done, to a free first conversation. The empty boxes are where we start.

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