

# YOUR WEBSITE WISHLIST

Use this as a guide to understand and communicate your website requirements. Various web platforms offer some but not all of these features. Check mark what you absolutely need vs. what you want. Like anything in life, the more you check, the more expensive your site will be. Then make sure you get your website in place!

*I took the liberty of getting you started...*

| DO THIS NOW, YES:            | NEED | WANT |
|------------------------------|------|------|
| Modern, professional logo    | X    |      |
| Excellent copy               | X    |      |
| Quality design               | X    |      |
| Quality photos               | X    |      |
| Service/product descriptions | X    |      |

| DO THIS NOW, YES:                 | NEED | WANT |
|-----------------------------------|------|------|
| About me/bio page                 | X    |      |
| Contact/booking info              | X    |      |
| Effective Call to Action          | X    |      |
| Looks great on phones and tablets | X    |      |

*Now, your turn...*

| ADDITIONAL FUNCTIONALITY:                    | NEED | WANT |
|--|------|------|
| Blog, blog posts                             |      |      |
| Email list subscription integration          |      |      |
| Online calendar                              |      |      |
| Online booking                               |      |      |
| Online store, independent                    |      |      |
| Online store, syncs with your physical store |      |      |
| Inventory reporting                          |      |      |
| Downloadable files                           |      |      |
| Photo gallery                                |      |      |
| Resource page                                |      |      |
| Case studies                                 |      |      |

| ADDITIONAL FUNCTIONALITY:  | NEED | WANT |
|--|------|------|
| Donation gathering   |      |      |
| Online gift certificates   |      |      |
| Online surveys or polls  |      |      |
| Animation  |      |      |
| Videos   |      |      |
| Integrated social feeds (do this if you're active on social/ have a beautiful Insta feed!) |      |      |
| Members-only site or sections  |      |      |
| Published online reviews   |      |      |
| Other:   |      |      |
| Other:   |      |      |
| Other:   |      |      |