

Website Inventory – Clarity Before the Start

This compact inventory helps you define the goal, structure, and scope of your website. It creates a shared basis for discussion and ensures that in our first meeting we can focus directly on the right points.

Goal: Clearly define the scope, close open questions, and prepare a proposal without guesswork.

1) Priorities & Success Criteria

- Top 3 priorities: 1) _____ 2) _____ 3) _____
- Success can be measured by: ☐ more inquiries ☐ better inquiries ☐ greater visibility
- ☐ other: _____

2) Structure & Content (more precise)

- Which page is essential for launch? _____
- Which pages can come later? _____
- Are there any legal or industry-specific requirements? _____

3) Features (yes/no)

- Contact form: ☐ yes ☐ no
- Appointment booking: ☐ yes ☐ no (tool?) _____
- Newsletter: ☐ yes ☐ no (tool?) _____
- Multilingual: ☐ yes ☐ no (languages) _____
- Blog/News: ☐ yes ☐ no
- Tracking/Analytics (GDPR-compliant): ☐ yes ☐ no
- Basic SEO: ☐ yes ☐ no

4) Content Responsibility (to keep things manageable)

Who provides what, and by when?

- Texts: ☐ client ☐ together ☐ studio
- Images: ☐ client ☐ stock ☐ photoshoot
- Content deadline: _____

5) Design & Tone

- Style direction: ☐ clean ☐ premium ☐ playful ☐ technical ☐ warm ☐ other: _____
- Must-have elements: _____
- No-gos: _____

6) Technology & Operations (if existing)

- Domain available? ☐ yes ☐ no (where?) _____
- Hosting/CMS available? ☐ yes ☐ no (which?) _____
- Access credentials available? ☐ yes ☐ no

7) Scope Clarity (to avoid misunderstandings)

- What is not part of the project (for now)? _____
- Which extensions are likely? _____
- Review rounds: ☐ 1-2 ☐ 2-3 ☐ flexible (but limited)

8) Next Steps

- Decision by: _____
- Desired go-live date: _____
- Contact person & feedback channel: _____