WIX

# Small business site plan

For small business owners getting ready to build their first website, before they open the editor.

Site name _____ Date started _____

Complete this before you begin building. It takes around 30 minutes and saves hours of rework later. Keep answers short.

## 1. Your business

**Business name**

**What you sell or offer, in one sentence**

**Where you work (town, region or online)**

**Domain name you want (a second choice helps)**

## 2. Goals

Select up to three. The first choice determines what the home page should do.

- ☐ Get phone calls
- ☐ Receive contact form messages
- ☐ Schedule appointments or classes
- ☐ Sell items online
- ☐ Showcase your work
- ☐ Gather email sign ups
- ☐ Provide hours and location
- ☐ Other: _____

**Your main goal in one sentence**

**How will you know it works? (for example 10 enquiries a month)**

## 3. Your audience

**Who is your ideal customer?**

**What three questions must the site answer in ten seconds?**

**How will visitors find you?**

- ☐ Google search
- ☐ Social media
- ☐ Word of mouth
- ☐ Local directories
- ☐ Email or print
- ☐ Other: _____

## 4. Pages

Write down each page you need. Four are shown in grey as suggestions. Replace them or add your own.

| Page | What it is for | Main button or action | Text ready |
|---|---|---|---|
| Home | Show what you do and how to start | Contact button | ☐ |
| About | Build trust | See the team or story | ☐ |
| Services or Products | Explain what you offer | Request a quote | ☐ |
| Contact | Make it easy to reach you | Send a message | ☐ |
| | | | ☐ |
| | | | ☐ |
| | | | ☐ |
| | | | ☐ |

## 5. Content to gather

Gather these before you start building so you don't face a blank page.

- [ ] Logo
- [ ] Brand colors and typefaces
- [ ] Photos of yourself or your team
- [ ] Photos of your work or products
- [ ] Descriptions of services or products
- [ ] Prices or price ranges
- [ ] Customer reviews
- [ ] Address, phone, email, and hours
- [ ] Social media links
- [ ] Privacy rules and terms
- [ ] Responses to common questions
- [ ] Your story for the About page

## 6. Launch date

**Target launch date**

**Who gives the final approval?**

**Review date (before launch)**

**Budget for plan and domain**

| Milestone | Who | Due date |
|---|---|---|
| Pages written | | |
| Photos ready | | |
| Domain connected | | |
| Final review | | |
| Launch day | | |

## Wix notes for your plan

- The free plan displays Wix ads and cannot connect a custom domain, so plan to use a Premium plan for a business site.
- Online payments require the Core plan or higher.
- Use Preview to review every page before publishing. Saving by itself does not put the site live.
- Connecting a domain you already own may take as long as 48 hours, so leave time before your launch date.

**Learn more**

Read the matching guide: **How to build a website with Wix, step by step**
**https://nvudev.com/website-builders/wix/how-to-build-with-wix/**