

# Four Simple Steps to Convert Your Website Wish List into a Strategic To-Do List



# STEP ONE

Write it all down

Begin with any updates recommended on your website's dashboard, and then go through each page on your website noting any broken links or widgets, images or instructions that are out-of-date. Pay special attention to anything that reader comments indicate could be clearer or easier to use. Include social media channels in your audit to be sure everything is correct and consistent with your branding.

## General Updates

---

---

---

---

---

---

---

---

## Theme & Branding Updates

---

---

---

---

---

---

---

---

## Plug-in Updates

---

---

---

---

---

---

---

---

## PAGE OR POST:

### General Updates

---

---

---

---

---

---

### Broken Links

---

---

---

---

---

---

### Image Updates

---

---

---

---

---

---

## PAGE OR POST:

### General Updates

---

---

---

---

---

---

### Broken Links

---

---

---

---

---

---

### Image Updates

---

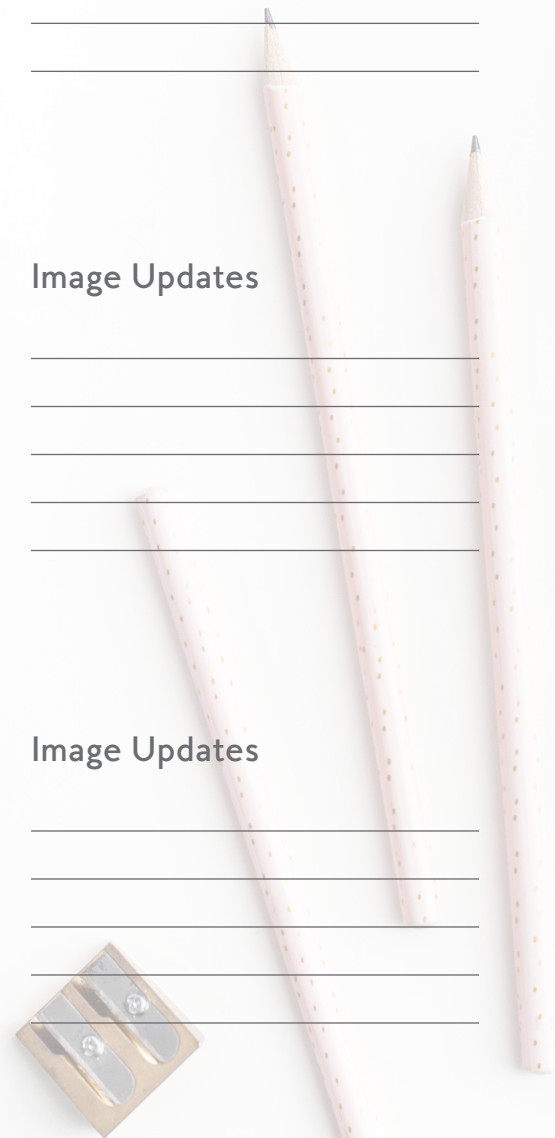
---

---

---

---

---



PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---



PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

PAGE OR POST:

General Updates

---

---

---

---

---

Broken Links

---

---

---

---

---

Image Updates

---

---

---

---

---

Duplicate page for larger websites.

# STEP TWO

## Your Audience

Before you can create the list that really works for you, you have to know your audience. Understanding who they are and what they need from a visit to your website is a game-changer. Instead of guessing at what is going to work and riding the wave of every popular opinion and marketing gimmick, you'll have solid strategy baking up every decision.

### AUDIENCE NEEDS:

What needs is my website designed to meet for my audience, and what are they looking for when they find my webpage?

---

---

---

---

---

### COMMON QUESTIONS:

What questions and frustrations do my audience express when using my website such as not being able to find certain information, difficulty reading text, confusion over instructions, etc?

---

---

---

---

---

### SPECIAL CONSIDERATIONS:

What are some limitations or requirements my audience has such as difficulty reading small fonts, limited time for browsing, and access via mobile devices?

---

---

---

---

---

# STEP THREE

## Categories

Categories help you sort your action items so that you can begin with the most important items. I have listed the four I commonly use below, but feel free to brainstorm your own categories (such as DIY, contract, etc.) to best fit the audience's needs you identified in step two.

### DEFAULT CATEGORIES:

Essential

Important

Useful

Detrimental

### CUSTOM CATEGORIES:

1

2

3

4

5

6

# STEP FOUR

## Sort by Priority

Writing your organized list in categories is essential to creating a plan of action that will keep you on track. Having your sorted list written down is the only way to keep your head when the sparkly, glittery, shiny object syndrome strikes. It also helps you budget for design help when needed.

As you're sorting refer back to step two often to be sure you are prioritizing tasks that best serve your audience. Refer to [paisleystate.com/strategic-website-to-do-list](http://paisleystate.com/strategic-website-to-do-list) for more information.

■ Always backup your website before making changes!

### CATEGORY:

Update

Page or Post Location

Notes:

|   |       |       |       |
|---|-------|-------|-------|
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |
| ■ | _____ | _____ | _____ |





Always backup your website before making changes!

CATEGORY:

Update

Page or Post Location

Notes:

|                          |       |       |       |
|--------------------------|-------|-------|-------|
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |

CATEGORY:

Update

Page or Post Location

Notes:

|                          |       |       |       |
|--------------------------|-------|-------|-------|
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |





Always backup your website before making changes!

CATEGORY:

Update

Page or Post Location

Notes:

|                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |

CATEGORY:

Update

Page or Post Location

Notes:

|                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |
| <input type="checkbox"/> |  |  |



Always backup your website before making changes!

CATEGORY:

Update

Page or Post Location

Notes:

|                          |       |       |       |
|--------------------------|-------|-------|-------|
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |

CATEGORY:

Update

Page or Post Location

Notes:

|                          |       |       |       |
|--------------------------|-------|-------|-------|
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |



## NOW ACT On Your Plan

Now that you've got a prioritized to-do list, you're ready to get to work. For projects you'll be handling yourself, consider setting aside regular blocks of time to make your updates. If you will be working with a designer or developer to solve various challenges, your list will help you both focus on the most important updates. Being able to communicate your needs clearly will save time and money.

Avoid getting distracted by less-important projects, but if you have tasks that combine easily, feel free to tackle them together! For instance, if you're going through all of your old articles to update broken links, and run across some that need to be archived, it's a great use of time to just click to archive while the article is in front of you, even though that task falls lower down in your priorities.

## PAISLEY · SLATE

For more free design resources or information on working with me on your next design project please join me at [paisleyslate.com](http://paisleyslate.com).