Website Page Goals Worksheet

Introduction

Every page on your website should serve a specific purpose or goal. This worksheet will help you define the primary and secondary goals for each page of your website.

Instructions

List Your Pages: In the table below, list all the main pages of your website in the first column.

Define the Primary Goal: For each page, define the primary goal in the second column. This is the one action you most want visitors to take on that page.

Define Secondary Goals: In the third column, define one or two secondary goals for each page. These are additional actions that visitors could take that would also be beneficial.

Align Content and Design: In the fourth column, note down any changes you could make to the content or design of the page to better align with your goals.

Remember, if a page does not have a clear goal, consider if it's necessary on your website. Every page should contribute to your overall business objectives in some way.

Page Name	Primary Goal	Secondary Goals	Suggested Changes to Content/Design
Home			
About Us			
Services			
Contact Us			
Add more as needed			