

Introduction to Digital Marketing Preparation Worksheet

What will your website be about?

Write a brief bit about what your website will be about, we will refer back to this within the course - this can evolve over time, so don't worry about it being complete, but make an effort to think of what you want to do here.

Who will your website be for?

Consider who will find your website helpful, for a butcher's website this is unlikely to be vegans for example, likewise for a vegan website it is unlikely to be a butcher - you get the idea?

What are you going to call it?

Choose a name that is available on .com, Twitter, Facebook & Instagram. Check here: <https://www.namecheckr.com>

The shorter the better, but definitely under 15 characters long.