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**A FILLABLE WORKBOOK**

# Website Strategy Workbook

*A guided companion to the Luna Media website strategy guide. Answer each prompt in the fields provided, then use the checklist at the end to identify what is clear, what is missing and what deserves attention next.*

**FOR SERVICE BUSINESSES**

5 sections · 17 prompts · 23-point checklist · approx. 30 minutes

*This workbook is a self-guided planning resource. It does not replace tailored strategic, legal, accessibility, SEO, technical or regulatory advice.*

**HOW TO USE THIS WORKBOOK**

1. Open this PDF in Adobe Acrobat, Apple Preview or a modern browser.
2. Type your answers directly into the shaded fields as you work through the guide.
3. Save the file to keep your progress.
4. Finish with the checklist to identify what is ready and what needs attention next.

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# 01 Positioning

*Get sharp on who you serve and why they should care.*

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## **Our one-sentence positioning statement**

*We help [specific audience] achieve [specific outcome] through [relevant approach or service], so they can [why the outcome matters]. Avoid broad phrases such as "quality service", "tailored solutions" or "helping businesses grow".*

## **The specific audience we serve**

*Consider industry, location, business stage, role, situation, values or the problem they are trying to solve.*

## **Our clearest point of difference**

*What do customers value about the way you work, decide, communicate or deliver that is meaningfully different from the closest alternatives? Focus on something a customer can understand or experience, not an unsupported claim such as "best quality".*

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02

# Messaging

*Say the useful thing first, in the words your buyers use.*

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## **The clearest outcome or change the hero should communicate**

*Describe what becomes easier, clearer, safer or better for the customer. Avoid simply naming the service.*

## **Words and phrases our best customers actually use**

*Pull from calls, reviews, emails and direct messages.*

## **The primary action the website should guide most visitors towards**

*Supporting actions can vary, but the main path should remain clear.*

03

# TRUST Framework

*One thing to add, remove or improve under each signal.*

## Trust

*Business identity, capability, credentials, experience and professionalism.*

## Relevance

*Make it clear who the service is for, what problem it addresses and why it is relevant.*

## Usability

*Navigation, page speed, forms, mobile experience and ease of moving forward.*

## Social Proof

*Testimonials, results, experience, logos and case studies, only where accurate and permitted.*

## Transparency

*Scope, process, timelines, expectations, pricing signals and the people involved.*

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04

# Design and Structure

*The craft details that make everything feel intentional.*

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## **The page that most needs a design pass**

*Where the difference between the quality of the business and the quality of the online experience feels largest.*

## **One design decision to make consistent site-wide**

*Spacing, type scale, colour, buttons, imagery or section rhythm.*

## **The information, section or element that is not helping the visitor move forward**

*A section, page, widget, stock image, repeated message or buried detail.*

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05

# Action Plan

*Choose one page, make one meaningful change and review what happens next.*

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## The one page I will improve first

*Homepage, services page, a key offer page or the main enquiry path.*

## How I will know the change helped

*More qualified enquiries, fewer repeated questions, more visits to a key service page, more clicks to the contact page or less form abandonment.*

## Review date, usually 30 to 60 days after implementation

*Choose a period long enough to gather meaningful evidence for your level of website traffic.*

06

# Ready Checklist

23 checkpoints to review before you publish or improve your website.

## POSITIONING

- Written a one-sentence positioning statement.
- Named the specific audience the website speaks to.
- Identified two or three close alternatives and one meaningful point of difference.
- Defined the primary outcome the website should communicate.

## MESSAGING

- The hero communicates the customer outcome, not only the service.
- The supporting copy explains who the service is for and how it helps.
- Jargon has been replaced with language customers actually use.
- Key commercial pages make the primary next step clear.
- Important objections such as price, timing, process or risk are addressed where relevant.

## TRUST FRAMEWORK

- Trust: business identity, capability and credibility signals feel professional and consistent.
- Relevance: visitors can quickly understand who the service is for and why it matters.
- Usability: key pages load quickly on mobile and the navigation is easy to understand.
- Social Proof: relevant proof appears near important decisions or moments of uncertainty.
- Transparency: scope, process, expectations and the people involved are explained at an appropriate level.

## DESIGN AND STRUCTURE

- The mobile layout has been reviewed on a real device.
- Spacing, type scale, colour and button styling are consistent.
- Images are appropriately sized and compressed, with below-the-fold images lazy-loaded.
- Body copy and interactive elements meet WCAG AA contrast where possible.
- Each page has one H1 and meaningful images have useful alt text.

## ACTION

- Chosen the page or journey with the highest potential impact.
- Set a realistic goal or sign of improvement.
- Booked a review date 30 to 60 days after implementation.
- Documented what changed and what happened so useful decisions can be repeated.

07

# Notes

*Space for anything else worth capturing.*

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## NEED A SECOND OPINION?

### A focused review of your website

If a prompt has uncovered something you cannot quite resolve, send Luna a message or explore the Trust Snapshot for a focused review of your own website.

**Contact Luna** →

**Explore the Trust Snapshot** →