

Start with one useful visit

Turn a vague website idea into a visitor, a question and a next step.

Use this planner before writing or rebuilding a small service website. Your result is a content brief, a complete offer page and a launch-check record. It does not build, host or legally certify a website.

Choose the decision your page helps someone make

- Visitor: name a recognisable situation, not everyone on the internet.
- Question: what does that person need to know before acting?
- Next step: choose one main action, such as requesting a quote or booking an agreed session.
- Evidence: what can you truthfully show today? Label examples and planned work clearly.

Fictional example: Willow Cycle Repair

Visitor: a commuter whose bike needs servicing. Question: can this workshop handle my repair, at what starting cost, and when? Action: request a repair slot. Evidence: original workshop photos and a clear list of supported jobs. Online booking is not yet implemented.

Write the one-sentence brief

This page helps [visitor in a situation] understand [decision] and take [one action]. We can support it with [actual evidence]. Copy it into 02-page-brief.md.

YOUR WORKING MAP - ADD ONE LINE FOR EACH STEP

VISITOR

QUESTION

ACTION

EVIDENCE
