Website User Level Objectives Worksheet

Use the worksheet below to make notes for each column. We have prepopulated some fields with some examples for you.

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| **Website  Page(s)** | **What** do you want the user to do? | **How** will the user do what you want (website functionality)? | Call To Action (**Why** should the visitor take action?) |
| Home | Sign up for our newsletter. | Place newsletter sign up form on right column of website. | “Receive the latest information on new products and coupons.” |
| Home | Learn more about our service. | Click a “learn more” button. | “See how our customized service can help your business obtain new customers.” |
| Product | Watch a demo video. | Embed video directly into website with a play button. | “Watch our amazing product in action.” |
| All pages | Donate to our non-profit. | Donate button hooked to Pay Pal | “Help save the life of a local cat or dog.” |
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