**

# Solution Brainstorming Worksheet

*Use this worksheet as a checklist and planner for optimizing and branding your website.*

|  |  |  |  |
| --- | --- | --- | --- |
| My Brand | My Brand Fonts and Colors | | My Anchor Text Colors |
| I have set up and optimized the following | I have shared my choices with relevant team members and contractors | | Link colors within my website |
| * Unique logo * Color palette * Tagline * Mission Statement * Professional head shot * Other Elements   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Headlines**  Font\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Size \_\_\_pt  Color:  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_ | | **Unvisited Link**  Font\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Size \_\_\_pt  Underline?  Yes No  Color:  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_  **Visited Link**  Font\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Size \_\_\_pt  Underline?  Yes No  Color:  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_  **Background color**  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_ |
| **Sub-heads**  Font\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Size \_\_\_pt  Color:  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_ | |
| **Body Text**  Font\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Size \_\_\_pt  Color:  RGB:\_\_\_ \_\_\_ \_\_\_  HEX: #\_\_\_\_\_\_\_ | |
| My Tag Line | | **My mission statement** | |
|  | |  | |
| My short bio | | **My long bio** | |
|  | |  | |

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| --- | --- | --- |
| *WEBSITE CHECKLIST* | | |
| * Home Page * Landing Page * About Page * Contact Page * Media Page * Web Contact form * Email sign-up form * TESTIMONIALS | | |
| **Awards:** | **Certifications:** | **Appearances in mainstream media:** |
| **RICH MEDIA CONTENT** | | |
| * Home Page * Landing Page * About Page * Contact Page * Media Page | | |
| Tasks to outsource, delegate or do myself: | | |
|  |  |  |
| Guests I …. | | |
| **…have interviewed:** | **…wish to interview:** | **…wish to feature:** |