



Audience and Actions Worksheet

Your website is nothing without an audience, so planning it based on their needs is crucial if it's to be a success. With loyalty these days measured by ease of use, failing to solve the problems your audience have is the main reason websites fail.

Audiences are looking to solve problems. Websites help them to do that by welcoming visitors with friendly and concise copy, engaging videos and clear calls to action that lead them to their desired outcome. Yet calls to action are often one of the most overlooked elements on a web page.

This worksheet allows you to identify your audiences (there's usually more than one) and plan the actions they'll need to take, satisfying both their goals and yours.

To learn more about how we work with our clients to help them identify and reach their target audience, visit our website at <https://adigital.agency>.

This worksheet is part of a series covering our Go the Distance™ method. To learn more about this, visit our YouTube channel.



Finding the pains and gains for your audience

What are the pains or problems visitors are looking to solve?

What is the problem they have?
What worries them about their problem?
Do they get frustrated or angry about their problem?
What have they tried already?

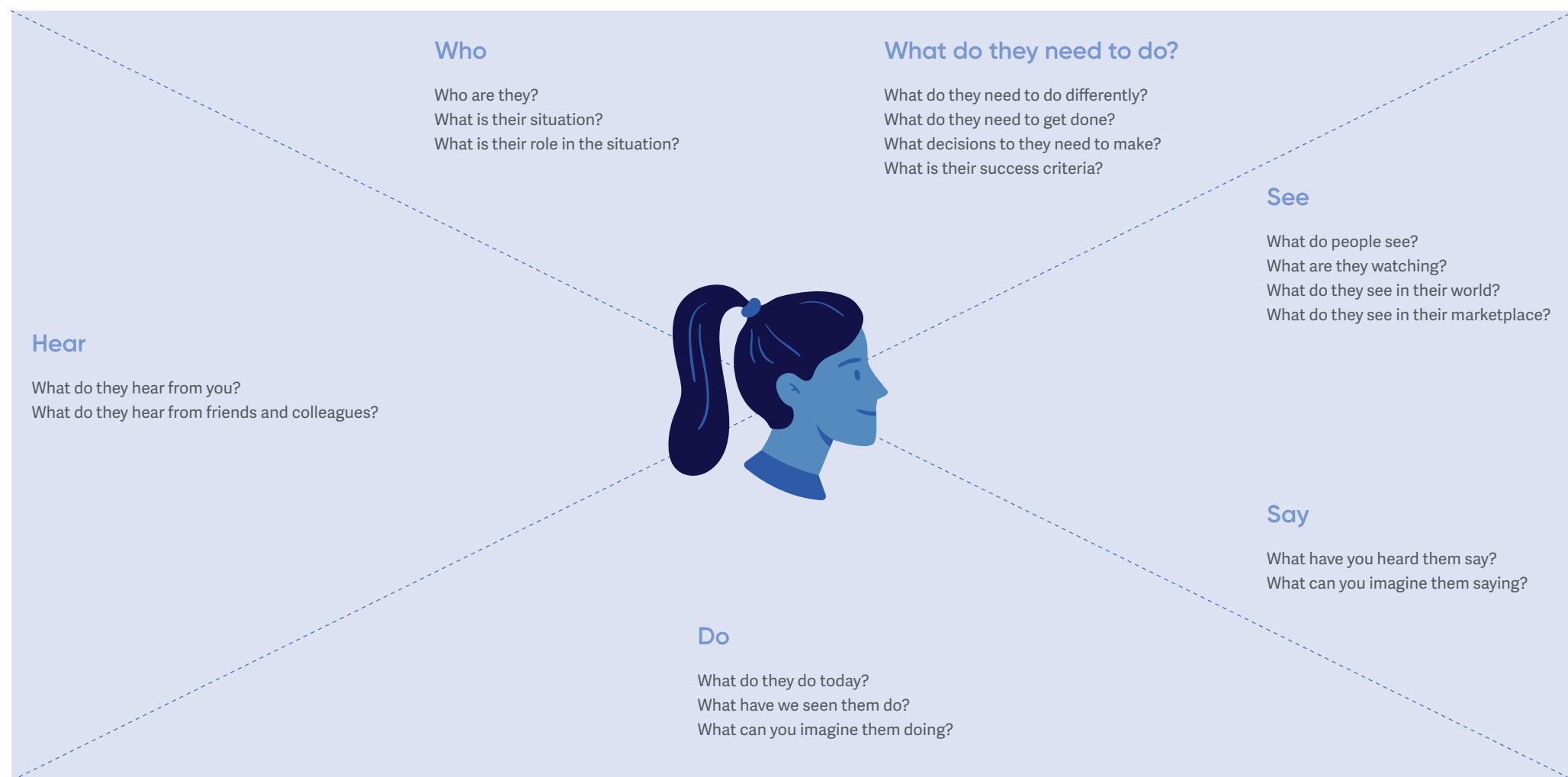
What are the gains visitors are hoping to achieve?

What will reduce risk for them?
What does success look like?
What is the change or transformation they're looking for?
What kind of investment (personal/financial) is needed to achieve success?

Empathising with your Audience

An Empathy Map allows you to put yourself in the shoes of your visitors so you can 'feel' and 'understand' their situation and feelings. What do they see, think and feel as they engage with your people or website? How does this match up with your brand vision?

Mark out the layout below on a flipchart or a whiteboard (you can also use online tool such as [Miro](#)) and use sticky-notes to answer the questions in each section.



Customer Journey Planning with AIDA

The **AIDA model** is perhaps the best known marketing model, allowing you to map your customer's journey through Awareness, Interest, Desire and Action. It's a classic marketing funnel showing the stages individuals pass through during the buying process. Choose the action your visitors could take and work backwards to think about how you can create the appropriate level of awareness, interest and desire.



Attention

How will you raise awareness of your product/service? Which tools will you need?



Interest

How will your content strategy capture interest? Video, white papers, reviews?



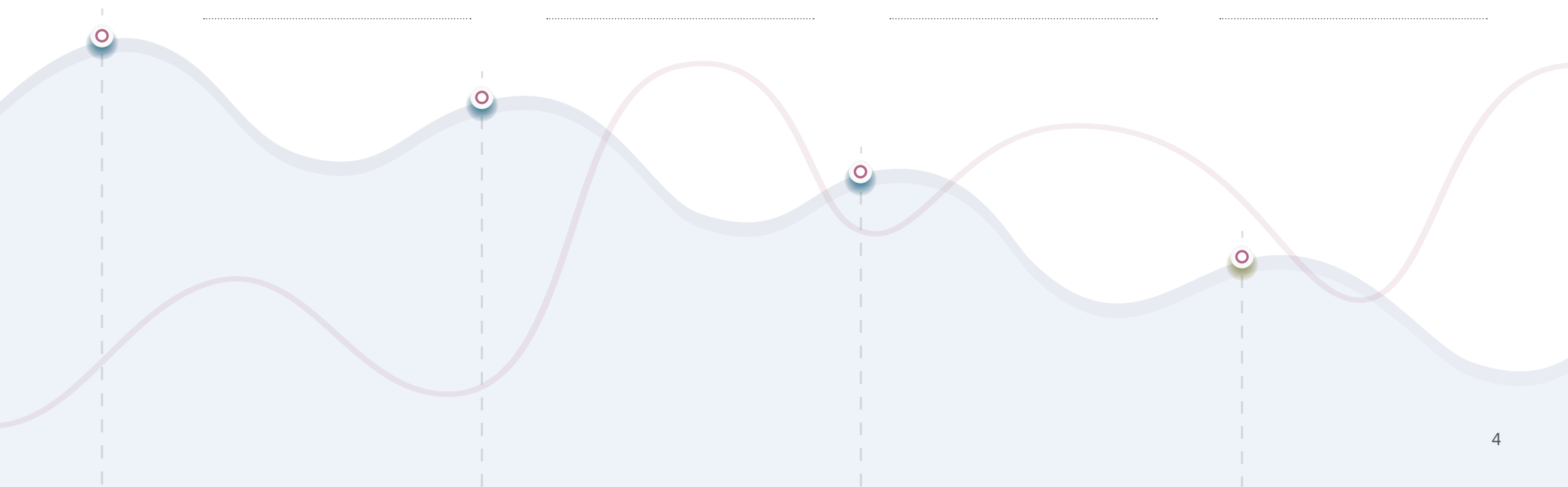
Desire

How will you make your product/service desirable? Promote benefits, social proof?



Action

What is the call to action? Will it be on a landing page? Where will visitors find it?



Breaking down the Customer Journey

The customer journey is the route visitors take to doing business with you, **and** how you then look after them once they've become a client or customer. Each of the steps below can take place multiple times during a customer journey.

Using a whiteboard, add sticky notes with the titles below to plan out the visitor journey, expanding on the steps you've identified in the AIDA model above.

Discovery

Where and how do they hear about you?

Explore

Where do they validate your offer?

Experience

How do they feel about you?

Intent

What is their interest at this point?

Decide

What helps them make a decision?

Share

How do they feedback or talk about you?

Interest

What encourages them to take a closer look at your offering?

Action

How do they move towards a purchase with you?

Post-action engagement

What happens next?

Positive Call to Actions

The following list of words are all **positive** calls to action for your website. Which buttons would be the most important relevant to you and why would people click on them? What might they get in return?

These buttons can appear at different stages of the visitor journey, with some actions moving visitors forward to the next step to solving their challenge, and others allowing them to complete their desired action.

Download	Search	Explore
Subscribe	Trial	Learn
Buy	Join	Start
Express Interest	Send	Get
Register	Listen	Activate
Share	Watch	Book

Benefits for the Visitor

Benefits for the Business

Urgency in Call to Actions

The following list of words are longer calls to action to create more urgency, or emphasise the impact on inaction. Some of these approaches can even guilt-trip people and make visitors feel ashamed of *not* taking action.

Don't miss out	Hurry [...]	No, I'm happy with [...]
Stop [...]	Immediate [...]	I'm not interested [...]
Limited time	Are you ready?	Lose [...]
Limited stock	Do you want to [...]	Avoid [...]
Today only	Don't you want to [...]	[...], you deserve it
Last chance	Join others [...]	Save [...]

Benefits for the Visitor

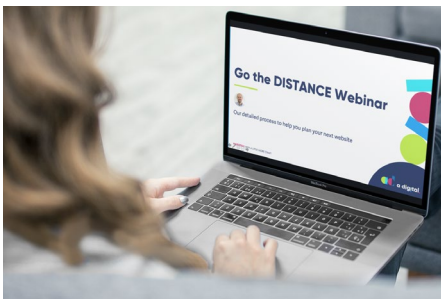
Benefits for the Business

Where to go from here

Planning, building and writing for your audience is one of the most valuable steps in a website project. It informs your content strategy, visual design, strategy and potentially your technology. Longer term it can provide you with data to help you refine your internal processes, encourage cultural changes in your business and determine how you execute campaigns or continual development. In other words, it impacts on every other step in the Go the Distance™ approach.

At **A Digital**, we can work with you in a number of ways to help you identify and meet the needs of your audience. Find out more about our workshops and webinars below.

Go the Distance™ Webinars



Join a **free** online presentation covering our unique Go The Distance™ process that will help you to plan your digital strategy.

Each step in our process will allow you to explore the 8 key stages that are fundamental to success.

Visit our website at <https://adigital.agency> for details of upcoming events.

Go the Distance™ Workshops



If you're ready to take more decisive action, then one of our Go the Distance™ workshops could be the way forward. These structured sessions allow us to give you specific guidance and advice on each of the 8 steps in our process.

Book an introduction and understanding call at <https://adigital.agency/contact-us>.

The Clientside Podcast



If you're not quite ready to commit to a new digital project, then checkout the [Clientside Podcast](#).

Hosted by the founder and managing director of A Digital **Andrew Armitage**, join him as he talks with guests about a wide range of digital topics giving you plenty of takeaways to apply to your own digital strategy.



Buy the Book!

Exploring the Data from your website forms part of a process called Go the Distance™ which is explained in the book *Holistic Website Planning* written by the founder of A Digital, Andrew Armitage. The book is available to buy on Amazon in both [paperback](#) and [Kindle](#) formats.

For more information, visit <https://adigital.agency>.



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