

Worksheet #3: Website Strategy (AI vs. Human)

 ***Pretty doesn't convert. Strategy does.***

What is the MAIN goal of your website?

What action do you want visitors to take?

Does your website clearly explain what you do?


- Yes
- No
- Kind of


Where could AI help?

- Drafting copy
- SEO descriptions
- Page structure
- Code snippets

Where do YOU need to take control?

- Messaging
- Brand voice
- Calls to action
- User journey

 Rewrite your homepage message (in your own words):

 *AI can help you move faster.
But you're still in charge of where you're going.*