

# WordPress Toolkit Worksheet & Planning Kit

Use this worksheet to plan your WordPress setup instead of randomly installing plugins. This will help you build a faster, cleaner and more scalable website.

## 1. Website Purpose

What is the primary goal of your website?

Blog  Business  Portfolio  Ecommerce  Community

Your answer: \_\_\_\_\_

## 2. Target Audience

Who are you building this for?

Your answer: \_\_\_\_\_

## 3. Hosting Decision

Which hosting type fits your need?

Budget  Balanced  Premium Managed

Chosen provider: \_\_\_\_\_

## 4. Must-have Tools Checklist

Tick what you actually need (not everything):

- SEO Plugin
- Forms
- Email Delivery (SMTP)
- Backup System
- Caching/Speed Tool
- Analytics

## 5. Growth Tools (Add later)

- Email Marketing
- Popups / Lead Capture
- Push Notifications
- Social Feeds
- Surveys

## 6. Monetisation Plan

How will this site make money?

Ads  Affiliate  Products  Services  Membership

Your plan: \_\_\_\_\_

## 7. Content Strategy

What will you publish consistently?

Your answer: \_\_\_\_\_

## 8. Design Direction

Minimal  Visual-heavy  Corporate  Personal Brand

Theme/Builder choice: \_\_\_\_\_

**9. Before Installing Any Plugin, Ask:**

- Does this solve a real problem?
- Does it overlap with something I already have?
- Will I actually use it?
- Will it slow down my site?

**Final Note**

The goal is not to build the most complex website. The goal is to build a website that works, grows and stays manageable.