Resources from

Website Foundations:
Crafting Goals and Content That Convert Editing Prospects

Resources from Erin Brenner

The Chicago Guide for Freelance Editors: How to Take Care of Your Business, Your Clients, and Yourself from Start-Up to Sustainability

Digital Marketing Primer (webinar recording)

Digital Marketing Strategy Worksheet (PDF download)

Persuasion Wins!: Creating a Persuasive Website for Your Freelance Business (webinar recording)

5 Steps to Adding Persuasion to Your Website (PDF download)

Website & Social Media Dashboards (Excel download)

Web Style Checklist (PDF download)

Website Examples

Kingbird Editorial

Right Touch Editing

Inkbot Editing

Louise Harnby

Iva Cheung

KOK Edit

Adrienne Montgomerie

Resources from

RightTouch EDITING

Website Strategy

Website goal 1: _____

Website goal 2: _____

Audience segment 1: _____

Audience segment 2: _____

Audience segment 3: _____

Main site message: _____

_____

Main site CTA/visitor action: _____

_____

What types of websites might help you reach your goals? _____

_____

How interested are you in managing your site? _____

_____

What website skills do you have? _____

_____

How much time do you want to spend on your website? _____

_____

What's your budget to create a site? _____

What's your budget to maintain a site? _____

Type of website: _____

Resources from

RightTouch EDITING

Website Technology

	Domain Registrar	Website Host	Website Builder	CMS
Bluehost	☑	☑	☑	
Domain.com	☑	☑	☑	
DreamHost	☑	☑	☑	
Drupal				☑
GoDaddy	☑	☑	☑	
IONOS	☑	☑	☑	
Joomla				☑
Namecheap	☑	☑	☑	
Squarespace	☑	☑	☑	☑
Weebly		☑	☑	
Wix	☑	☑	☑	☑
WordPress.org (open source)				☑
WordPress.com (commercial)				☑

Learn more about website technology:

- SiteSaga
- *US News and World Report*, "Best Domain Registrars of 2024"

Website Specifics

Top-level domain: _____

Domain registrar: _____

Host: _____

Website builder/CMS: _____

Website designer: _____

Website writer: _____

Website updater: _____