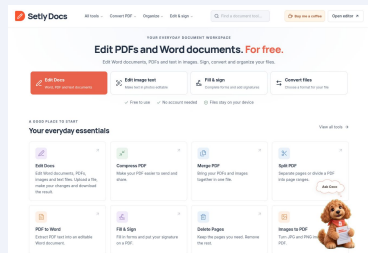


Map your visitor journey

Connect discovery, trust and enquiry into one clear path.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Choose a realistic starting point such as a service link or search result.
- 2 Write the questions a visitor asks before deciding to contact you.
- 3 Map those questions to specific sections or pages.
- 4 Walk the path on a phone and remove dead ends or unnecessary steps.

EXAMPLE - ILLUSTRATIVE

A visitor arriving on a cleaning page needs service area, scope and a quote action before a long company history.

CHECK YOUR RESULT

Can the journey reach its goal without relying on the homepage?

Map your visitor journey

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Entry page:**Visitor question:****Evidence needed:****Next action:****Destination:****DONE WHEN**

Can the journey reach its goal without relying on the homepage?

FURTHER READING

[W3C accessibility development tips](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.