<u>**Website Planning Worksheet**</u>

Once you understand your **website goals**, it is easier to figure out the right strategies and tactics for achieving them through the content, structure, and design of your website.

Organization Name: Soumen Sengupta
1) Purpose of creating or re-designing your website:
Need to show case my skills and inform employers about my background and experience so that I can fulfil my career objective as well as fulfill the objectives of the company.

- **2) Describe what you want the site to do or what the company does: Provide information on my background and experience.**
  _____
  Show my skills in an authentic design and development of websites using HTML, CSS and Javascript._____
  _____
  Good presentation of content with a clean code.
- **Knowledge of various technologies and their applications ._____**
  Inform the potential employer about the value I would bring to the company
  _____
  _____

3) What are your goals for creating or revamping a website?
To obtain a job as a front- end-developer

4) Qualities you want to convey: List at least five adjectives that describe your company:

1. Efficient
2. Creative
3. Organized and Structured
4. Hard Working
5. Seamless integration of all sections into a well-knit site.

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.
All the other candidates looking for the same position.

6) Favorite Sites: Please list five websites you like (include their Web addresses). Say why you like them and how they could be improved. These do not have to be in your field of expertise.

Site Name	Site Address
1. Stock Design	https://stockdutchdesign.com/
2. Patrick Bernatz	https://patrickbernatz.com/
3. Hangar	Hangar.co
4. Defeat BOCO	https://www.defeatboco.com/
5. Porsche Evolution	http://porschevolution.com/

7) Least favorite sites: List five websites you don't like (include the Web addresses). Say why you don't you like them but what you also think is appealing.

Site Name	Site Address
1. Craigslist	https://www.craigslist.org/
2. Daily Mail	https://www.dailymail.co.uk/ushome/index.html
3. Paper Source	https://www.papersource.com/
4. New York University	https://www.nyu.edu/
5. Yale School of Art	https://www.art.yale.edu/

8) Business Products / Services or Individual Qualities / Skills: List the top ten business products and/or services your business will provide. or if you are design in personal website, list the top ten individual qualities and skills:

1. Web Design and Development
2. Uncluttered layout
3. Nice graphics that go with the theme.
4. Cool CSS features to make the site look beautiful.
5. Application of javascript and Jquery to make it dynamic.
6. Integration of a database at the backend for the messages left by the user.
7. User friendly and interactive.
8. A Search bar to find content easily.
9. SEO optimized so that it can be found easily.
10. Collection of cool resources for web development

9) Selling points: Why are your organizations, your products or your services that are better than your competition or your best quality and skills:

Design is uncluttered and pretty to look at.
Content is easy to find.
Hierarchy of the website is structured.
_____U
_____
_____
_____

10) User visits: Why will people come to your site? How will they find it? What will bring them back?

People looking for web developers and data analyst. I will have it SEO optimized so that people looking to hire can find me easily. Having websites mentioned on your indeed profile is a easy way to attract employers and show you're your work.
_____
_____
_____
_____

11) Target Audience: Who do you want to find you? (age, education, job status, economic status, role in the community, area or region,)
Describe your typical visitor as best you can.

Web Development companies and companies requiring data analysis.

12) Secondary Audience: What other people may visit your site?

Web Developers looking for resources and friends
_____
_____
_____
_____
_____

13) Technical: How technically savvy will your average visitor be?

_____The average visitor is expected to be quite technically sound since I am expecting hiring managers of IT companies to visit my site
._____
_____
_____
_____
_____

14) Usability: Will your visitors be likely to browse or hit the high points?

It will depend on the user

15) Site Purpose: What do you want visitors to do when they get to your site?

_____I want them to get a feel for the site and look at my skills showcased
_____
_____
_____
_____
_____

16) Site Goals: In what ways do you expect your website to support your business?

_____I expect my site to bring me some freelance work
_____
_____
_____
_____
_____

17) Site Analytics: How popular do you need your site to be? What results would you consider to be success?

_____In the top 15 websites
_____
_____
_____
_____
_____

18) Site Features: What special features do you think your website should

include? (e.g., calendar, forum, login, price comparison chart, contact form, schedules, media) How will each feature support your business?

It should include a contact form to contact me and media to show my skill and portfolio.

Please keep in mind the following Best Web Practices guidelines:

A. White backgrounds for text areas provide greatest readability for all ages and eyesight capacity.

B. Colors should be used as accents not bold backgrounds.

C. Animated graphics can be fun but since they slow down page loading and can be distracting, they should always be used sparingly and set up so they can be bypassed for speed.

D. Visual clutter can dilute your message. It's best if you focus on one graphic, one logo, one page element, rather than trying to crowd too much onto any one page.

_____
_____
_____
_____
_____
_____
_____

20) Navigation/Menu of pages: For easiest use, each page should have navigation to all other pages on your site. Your contact information and an email contact should also be provided on every page. Plan your pages using the following checklist (starred pages are considered mandatory).

___ *home/index
___ *about page
___ *contact page

Other pages/features:
___ Events/news
___ Newsletter sign-up
___ Frequently asked questions (FAQs)
___ Location, directions, map
___ Company directory

__ E-commerce, # of categories_____, # of products_____
__ Local or industry navigation links
__ Calendar of events
__ Site search box
__ Request or response forms

__ Email address collection for particular giveaway, such as a special report
      or a coupon
__ Guest book for comments
__ Chat
__ Live chat, customer service
__ News feed for your industry, headline news or stock information from a
      service
__ Quick links page that your customers can add interesting links to
__ Affiliate advertising selling other products and earning commissions from
      other web pages
__ Animated images
__ Shockwave/flash animations
__ Video, sound, music

What other features would you like?
-Location to know your area.
-Email address to contact you.
-Animated images, video, sound and music to make your website is more
interesting.
- Local or industry navigation links to make your website effective and easier

How will they serve your business?
We can use template online to guide your website.

I recommend you consider undertaking:

- An audit of your existing content (including images, media, downloads,
  and structure, as well as text)

- An analysis of how your content supports your business goals

- An assessment of resources available to create content.

Are you well-fixed for content? Will you need to revise your content or create
new content?

I will update content and portfolio as I design more websites so that
employers can take a look at the site

22) Marketing: Having a website is different from creating and maintaining a Web presence. You need to work at it. Think about what you can do yourself and what kinds of services you need to hire, including search-engine optimization, social media integration, and online advertising.

What are your needs?
Google will crawl my public URL and I will create a FB page, Twitter, IG and Git hub to help employer find me easier.

What are your resources?
FB page, Linkedin, twitter, IG and Git hub.

23) Process:

1. Once people decide to begin a Web design, they are often impatient to get it completed quickly. Ask yourself how ready you are to begin the process.

2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?

3. Do you have the staff to marshal, vet, improve, and/or create content?

4. Have you assigned someone to be the project manager or the liaison with your Web design firm?

What is your target start date? _____

What is your target completion date? _____

24) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?

2. Do you feel confident in your own computer skills to learn how to make those changes, or will you need ongoing guidance and support, such as a webmaster?

3. Have you budgeted for that service?

_____
_____