

Website Planning Worksheet

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: Ja'rel Nathan

1) Purpose of creating or re-designing your website:

To test and display my new Web Development skills.

2) Describe what you want the site to do or what the company does:

To overview my new journey through the course and with web development.

3) What are your goals for creating or revamping a website?

To attract future employers and put my skills to test.

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

- 1. Personable*
- 2. Clean*
- 3. Contemporary*
- 4. Simple*
- 5. Structured*

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.

Other web developers in the job market.

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
<i>1. Instagram</i> <u>Likes</u> <i>-Image Display</i> <i>-User Friendly</i> <u>Could Improve</u> <i>-Network Crashes</i>	<i>https://www.instagram.com/</i>
<i>2. ESPN</i> <u>Likes</u>	<i>https://www.espn.com/</i>

-Site Display -User Friendly <u>Could Improve</u> -Processing Speed/Lags	
3. W3Schools <u>Likes</u> -Informative -Fun <u>Could Improve</u> -n/a	https://www.w3schools.com/
4. Nike <u>Likes</u> -Page Layout <u>Could Improve</u> -Network Crashes	https://www.nike.com/
5. Hotnewhiphop <u>Likes</u> -Image Display -Audio/Video Capable <u>Could Improve</u> -Page Layout	https://www.hotnewhiphop.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 <u>Dislikes</u> -Page Layout -Boring <u>Appealing</u> -Easy Navigation	https://www.craigslist.org/about/sites
2. Worldstarhiphop <u>Dislikes</u> -Pop Ups -Network Crashes <u>Appealing</u> -Videos	https://www.worldstarhiphop.com/
3. Weather <u>Dislikes</u>	https://www.weather.com/

-Page Layout <u>Appealing</u> -User Friendly	
4. Fox News <u>Dislikes</u> -Image Display -Content <u>Appealing</u> -User Friendly	https://www.foxnews.com/
5. CNN <u>Dislikes</u> -Information Display <u>Appealing</u> -Easy Navigation	https://www.cnn.com/

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. *Ambitious*
2. *Quick-Learning*
3. *Hardworking*
4. *Reliable*
5. *Self-Starting*
6. *Organized*
7. *Structured*
8. *Team-Player*
9. *Coachable*
10. *Leveled*

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

Very detail orientated; Organized and willing to put it the work to go to the next level.

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

My website will be very user-friendly and related for a lot of people, which will make them revisit.

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.

My target audience are future employers within the tech field.

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

Future students who may use my website for reference.

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

The average user would and should be able to use my website as it will be very user-friendly and easy to navigate.

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

They will be likely to hit the high points, as the headings will be eye-catchers.

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

It need my site to be popular amongst employers and recruiters. I will consider jobs reaching out as a measure of success.

16) 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?

None of the above.

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.

17) 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? *None of the above for this site.*

How will they serve your business? *N/A*

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 need to revise and update content as my employment history changes.

18) 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?

I will need a web hosting service

What are your resources?

19) 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?

01/18/2022

What is your target completion date?

02/18/2022

20) Technical Skills:

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

Only as needed, if information changes.

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?

Comfortable with training tools and website that were supplied.

3. Have you budgeted for the service?

21.) Responsive Web Design Framework (RWD)

1. What type of Framework do you want to use – HTML, CSS, or JavaScript?

All of the above

2. What Framework have you selected -

W3.CSS Website