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: _____

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

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

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

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

1. _____
2. _____
3. _____
4. _____
5. _____

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

_____
_____
_____
_____
_____

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.	
2.	
3.	
4.	
5.	

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.	
2.	
3.	
4.	
5.	

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. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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

_____
_____
_____
_____

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

_____
_____
_____
_____

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.

_____
_____
_____
_____
_____
_____

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

_____
_____
_____
_____
_____

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

_____
_____
_____
_____
_____

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

_____
_____
_____
_____

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

_____
_____
_____
_____
_____

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

_____
_____
_____
_____
_____

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

_____
_____
_____
_____
_____

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?

_____
_____
_____
_____
_____

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 thantrying 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?
_____

How will they serve your business?
_____

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?
_____
_____
_____
_____

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?

_____
_____
_____

What are your resources?

_____
_____
_____

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?

_____
_____