

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: ALazar A Haile

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

The primary purpose of the website is to showcase my skills, experiences, and projects as a FrontEnd Web Developer. By presenting my portfolio in a structured and visually appealing manner, I aim to attract potential employers and collaborators. The website will also serve as a testament to my proficiency in HTML, CSS, JavaScript, jQuery, XML, JSON, AJAX, and Responsive Web Design (RWD).

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

The website is a digital portfolio that highlights my journey as a FrontEnd Web Developer. It provides an overview of my educational background, work experiences, and a detailed showcase of projects I've undertaken. Each project has a brief description, the technologies used, and links to the live demo or code repository. Additionally, the site offers a downloadable version of my resume and a contact form for potential employers or collaborators to reach out. As a professional, I specialize in creating responsive, user-centric websites with a focus on usability and aesthetics. Through this website, I hope to connect with opportunities that align with my skills and aspirations.

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

My website revamp aims to professionally present my skills and projects while boosting online visibility and search engine rankings. Emphasis will be placed on ensuring a responsive and intuitive design across all devices. Additionally, the website will serve as a technical demonstration of best practices in web development, incorporating interactive elements for enhanced user engagement and facilitating easy updates for content freshness.

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

1. **Innovative:** I am always on the lookout for the latest in web development, ensuring my solutions are cutting-edge.
2. **Reliable:** I want to deliver high-quality work on time.
3. **Proactive:** I anticipate future trends and needs, integrating them into my current work to stay ahead.
4. **Persistent:** I am dedicated to overcoming challenges, ensuring that each project I undertake reaches its fullest potential.
5. **Adaptable:** I easily adapt to new tools and technologies, ensuring my work is always relevant and efficient.

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

Given that I'm focused on innovation and pioneering new solutions in web development, I currently view the broader industry, rather than specific individuals, as my competition. I constantly benchmark against leading practices and emerging trends to ensure that I'm at the forefront of development. While I don't have direct competitors at this stage, I'm inspired by the vast community of developers and always look for opportunities to learn from and collaborate with peers in the field.

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
<p>1. W3Schools: An invaluable resource for web developers, offering tutorials and references on web development languages.</p> <p>Improve: Modernize UI for a more engaging learning experience.</p>	<p>www.w3schools.com</p>
<p>2. GitHub: Its intuitive interface and robust version control tools make it indispensable for coding.</p> <p>Improve: Enhance onboarding for newcomers to streamline the learning curve.</p>	<p>www.github.com</p>
<p>3. Spotify: It provides an extensive music library with personalized playlists and recommendations.</p> <p>Improve: Diversify recommendation algorithm to reduce repetitiveness.</p>	<p>www.spotify.com</p>
<p>4. Amazon: Amazon revolutionized e-commerce with its intuitive user interface, vast product selection, and reliable delivery system. Their AWS services also offer a comprehensive</p>	<p>www.amazon.com</p>

<p>suite of cloud computing services, making them a dominant force in both retail and tech.</p> <p>Improve: Improve search accuracy to yield more relevant product results.</p>	
<p>5. Google: Beyond search, Google's suite of products, from Google Maps to Google Drive, showcases their expertise in creating user-centric applications.</p> <p>Improve: Modernize UI for a more engaging learning experience.</p>	<p>www.google.com</p>

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

Site Name	Site Address
<p>1. MySpace: Outdated design and lack of modern functionalities.</p>	<p>www.myspace.com</p>
<p>2. SourceForge: Cluttered interface; past issues with bundled unwanted software.</p>	<p>www.sourceforge.net</p>
<p>3. Yahoo!: Overloaded homepage with excessive information.</p>	<p>www.yahoo.com</p>

<p>4. Craigslist: Outdated and minimalistic design that hasn't evolved much over the years.</p>	<p>www.craigslist.org</p>
<p>5. Neopets: Outdated design that hasn't seen major updates; not optimized for modern devices.</p>	<p>www.neopets.com</p>

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. **Innovative Design:** Ability to create visually appealing and modern web designs.
2. **Responsive Development:** Expertise in crafting websites that work seamlessly on desktops, tablets, and mobiles.
3. **JavaScript Proficiency:** Deep understanding of JavaScript and its frameworks for dynamic web applications.
4. **CSS Mastery:** Skill in advanced CSS techniques for pixel-perfect layouts and animations.
5. **Performance Optimization:** Knowledge in ensuring websites load quickly and run efficiently.
6. **User Experience (UX) Design:** Focusing on user-centric design principles to enhance user interaction and satisfaction.
7. **SEO Best Practices:** Ensuring websites are optimized for search engines to increase visibility.
8. **Cross-browser Compatibility:** Ensuring websites work consistently across various browsers.

9. Continuous Learning: Commitment to staying updated with the latest in web technologies and design trends.

10. Collaborative Approach: Ability to work effectively with teams, clients, and stakeholders to bring visions to life.

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

As a frontend web developer, I bring a unique blend of cutting-edge techniques, a performance-driven approach, and a keen eye for detail. My designs are not just visually appealing but also optimized for user experience and search engines. With a commitment to continuous learning and a collaborative spirit, I prioritize client-specific needs, ensuring every project isn't just completed but perfected. My adaptability and problem-solving skills set me apart, allowing me to tackle challenges head-on and deliver exceptional results consistently.

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

People will visit my site to explore my portfolio of web development projects, gain insights from my technical blogs, and potentially seek collaboration or hire me for their projects.

They'll find my site through search engine results, thanks to my SEO-optimized content, and through referrals or links shared on professional networks and social media platforms. What will bring them back are regular content updates, new project showcases, and valuable

resources or tutorials I offer, ensuring continuous engagement and positioning my site as a go-to hub for frontend web development expertise.

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 primary audience is tech-savvy professionals aged 25-50, holding decision-making roles in startups or established businesses. These college-educated individuals, primarily from urban tech hubs, have the economic means to invest in quality web services. They're active in tech communities, seeking innovative web solutions to enhance their online presence. Typically, they're a 35-year-old urbanite with a business or tech background, looking to collaborate with a skilled web developer.

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

Students and aspiring web developers seeking inspiration and learning resources, peers in the web development community looking for collaboration, and bloggers or journalists covering tech and design trends.

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

The average visitor will be moderately to highly technically savvy. Given the nature of the site, which focuses on frontend web development, most visitors will have a good understanding of technology, web trends, and may even possess some web development knowledge themselves.

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

I anticipate that visitors to my website will have different needs. Some will be goal-oriented, seeking quick access to my portfolio, resume, or contact information. To accommodate them, I will ensure these key areas are immediately accessible from any part of the website, with clear navigation cues. For those who prefer to browse, I will create an engaging experience with interactive elements and rich content, like insightful blog posts and detailed project case studies. This will provide value and encourage deeper engagement with my content.

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

I designed my site with the intent to showcase my portfolio and expertise, encouraging visitors to explore my work, download my resume, and connect with me for potential collaborations. Additionally, I aim to engage visitors with my blog, sharing knowledge that positions me as a thought leader, and provide resources that benefit other developers and students.

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

My website will bolster my business by showcasing my portfolio, facilitating industry connections, generating leads, and enhancing my visibility as an expert in front-end development, ultimately serving as a dynamic tool for professional growth and opportunity acquisition.

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

I need my site to be sufficiently popular to attract steady traffic from my target audience, leading to regular inquiries and engagement. Success for me would be defined by a consistent increase in visitors, a high rate of portfolio and resume downloads, and an active contact form yielding potential job offers and collaborative projects. Additionally, metrics like low bounce rates, high session durations, and a growing number of return visitors would indicate a successful and engaging website.

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?

The contact form on my website acts as a pivotal feature, streamlining communication with potential employers, clients, and peers. It's designed to be easily accessible and user-friendly, facilitating seamless business inquiries and collaborations, capturing essential contact details for follow-up, and collecting feedback to enhance my services and web presence—all of which are instrumental in driving my business development.

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?

At the moment, I do not desire additional features beyond the core pages and functionalities mentioned.

How will they serve your business?

The chosen features are intended to support my business by showcasing my work, facilitating communication, and building a professional network, which are crucial for my growth as a front-end developer.

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 plan to conduct a thorough review of my website's content to ensure it accurately showcases my skills and aligns with my business objectives. This will involve auditing existing materials, analyzing their effectiveness in supporting my goals, and assessing whether new content needs to be created or existing content revised. The aim is to maintain a current and professional online presence that resonates with my target audience.

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?

For marketing and maintaining a robust web presence, my needs include:

- **SEO:** To ensure high visibility in search engine results, I may require SEO services to optimize my content and structure.
- **Social Media Integration:** To connect with a broader audience, I will need to integrate my website with social media platforms and possibly engage in social media marketing.

- **Online Advertising:** Depending on my budget, I might explore paid advertising options like Google Ads or social media ads to attract targeted traffic.

What are your resources?

My resources for maintaining a web presence are primarily my front-end development skills, which enable me to manage technical updates, and the time I can allocate to website management and content creation. I will focus on organic growth strategies, such as optimizing SEO myself, leveraging free social media marketing tools, and utilizing available online resources to enhance my knowledge and application of effective online marketing techniques.

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? 10/29/2023

What is your target completion date? 11/09/2023

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?

Given my expertise in front-end development, I plan to make regular updates to my site to ensure it stays current with my latest work and industry trends. I am confident in my technical skills to implement these changes. As such, I do not anticipate the need for ongoing external guidance or support, and consequently, I have not allocated a budget for a webmaster service. My focus will be on self-maintenance and utilizing my skills to keep the site up-to-date and functioning optimally.