**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: Jasmine Caceres

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

My purpose is to showcase my ability and understanding of web development. I am going to take what I have learned and create my project website.

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

Provide my information, about me, and my portfolio.

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

One of my goals is to have a website that I created to earn my certification and for my resume, when I apply for jobs. Another goal is to take what I learned and help small business owners who are in need of a web developer. I want to continue to grow in the field of Information Technology.

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

1. Customer-centric, I want to make sure my client’s needs are met and have a high satisfaction with my work.

2. Reliable, I want my client to trust that I will deliver what was promised.

3. Efficient, I want provide my service in a timely and cost-effective manner.

4. Creative, I want my work to have vision and creativity for my clients.

5. Collaborative, I value open communication and teamwork.

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

 I don’t really have any competition at the moment but if I look up a company in my area who are web designers then it would be Lovett Web Design. This owner has been in the business for 10+ years. <https://www.lovettwebdesign.com> Provides website designs, website maintenance, and consulting services.

**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. Netflix – love watching shows
 | Netflix.com |
| 1. Google – when I need to search anything
 | Google.com |
| 1. Profburnett – there are so many resources that helps in my field.
 | Profburnett.com |
| 1. Amazon – it provides decent prices on items I need.
 | Amazon.com |
| 1. IMDb – I like to read information on movies and shows.
 | Imdb.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.

I don’t have any least favorite sites but I researched top bad sites and why:

|  |  |
| --- | --- |
| Site Name | Site Address |
| 1. Suzanne Collins Books – the site structure is very plain, with no clear call-to-action sections.
 | https://www.suzannecollinsbooks.com/ |
| 1. Pacific Northwest X-Ray Inc – gives the visitor no reason to browse the website or familiarize themselves with the services offered.
 | http://www2.pnwx.com/ |
| 1. Tag Team Signs - not fully clear what the company is selling, the fonts are too big, and the colors too bright.
 | https://www.tagteamsigns.com/ |
| 1. Arngren - The layout of the site is also too jam-packed with content, without any negative spaces to let the design breathe.
 | https://arngren.net/ |
| 1. Berkshire Hathaway - no images on its landing page. Most of the pages consist of white background and text with hyperlinks in it. Overall poor usability.
 | https://www.berkshirehathaway.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. Showcase my work/portfolio

2. A list of my skills set

3. Contact information

4. My creativity

5. Two frameworks

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:

 My website and services will be better than my competition because I have experiences of all kind when it comes to customer services and meeting their needs. I have experiences in running my own small business. I will go up and beyond for the client. My creativity will be different than others.

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

 To see what I can provide for them and see my work/designs. They can find it by word of mouth of by using the search engine. How easy it is to use my website and have high satisfaction overall.

**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.

 I would want more of small business owners in need of web designers. But any kind company (big or small) who needs a web developer to design a site and maintained it.

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

 Maybe individuals wanting to network and/or collaborate on a project.

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

With the creativity and easy to navigate website, the visitor doesn’t have to be highly experience in technology.

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

Yes, it will be simple and easy to browse on my site.

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

My site doesn’t need to be popular in the beginning, with word of mouth and great experiences from my clients, it will slowly gain 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?

It will include information about the owner (about me), a contact form, a portfolio, goals, and skills. It will help support by showing the client my expertise and get to know the person behind the computer.

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.

**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).

\_x\_ \*home/index

\_x\_ \*about page

\_x\_ \*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?

 I don’t have other features in mind at the moment.

How will they serve your business?

 The features in the checklist will help my site in many ways. It will help the visitor explore and use when it comes to contacting.

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 am well-fixed for content.

**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 want to include social media integration and online advertising.

What are your resources?

 The links provided from my professor and the program that is used to create the website.

**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? **April 19th**

What is your target completion date? **May 10th**

**20) Technical Skills:**

1. Do you plan to make frequent or significant changes to your site?
* Yes, I plan to make changes as I continue to create my site.
1. 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? – I am confident but if I do need support, I know where to go and when to get it.
2. Have you budgeted for the service? – I am creating a site with no budget needed.

**21.) Responsive Web Design Framework (RWD)**

1. What type of Framework do you want to use – HTML, CSS, or JavaScript?
* I want to use bootstrap and w3.css frameworks.
1. What Framework have you selected -
- I have selected to do both frameworks.