

# 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:

I

The Purpose of my website is to be able to have a resume as a website that potential employers can access from a link.

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

I want the site to be a place where I can share with potential employers all about my: education, skills, experience & some of the projects I worked on.

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

Something simple and easy to use/navigate I rather show my skills with project examples than to have my website be a mess of all the skills I can do.

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

1. simple
2. hard-working
3. efficient
4. easy to use
5. priority on user experience.

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

I'm not too sure

**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. YouTube	I like the user experience
2. links in	I like the format
3. Amazon	easy to look up what I want
4. target	Very nice to use
5. Canyon Bikes	Simple, get very detailed, modern

**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. MC website	unorganized
2. UMD website	too much loops to get information
3. Best Buy website	glitchy when it comes to sign in
4. WJHS website (my high school)	outdated
5. Any government website	Outdated, simple, worst information layout

**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. efficient
2. simple
3. Honesty
4. Communication
5. Leadership
6. integrity
7. Humility
8. loyal
9. Compassion
10. Obedience

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

I'm not sure if my services are better than my competition, but in my opinion it's not about "better" or "worse". Everyone has their unique way of doing things.

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

They will come so they can learn about me and my skills. They will find it by me sending it to them.

**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.

The target demographic is anyone that could be a potential employer or anyone that wants to learn about me and what I do.

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

Friends & Family

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

Probably very savvy if they are a potential employer

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

Hit the high points, not much to browse, as I want it to be a simple page for anyone, not overload with information

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

Not very popular, if it helps me land a job then for me its a 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?

the main ones are media & links to my social media and a link to send me an email

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?

---

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?

**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?

none for now, since it's only a portfolio site

What are your resources?

The class presentations, W3 school, youtube, google, & our textbook

### 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?

very ready  
yes

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? X

What is your target completion date? 4/28/23

### 20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site? *yes*
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? *ongoing support*
3. Have you budgeted for the service?

*no*

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

1. What type of Framework do you want to use - HTML, CSS, or JavaScript?
2. What Framework have you selected -

HTML