

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: Starling Garnett Portfolio

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

- The site is my digital presence and the major purpose of creating same is to showcase my skill set and project portfolio to prospective employers and clients.

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

- My site will serve as a quick reference point to get to me. It will also be a source of marketing for my products. Prospective employers can have an honest perspective on my ability to use in-demand technology that can drive their business growth.**

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

- My goal will be to generate at least five leads a month that can be translated into a win-win business relationship.**

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

I intend to convey the following qualities:

- 1. A site that is very responsive,**
- 2. A site that makes UX very seamless and coordinated,**
- 3. UI to meet industry standards, but at the same time it should communicate my unique concept,**
- 4. Excellence graphical display**
- 5. Clear and precise communication.**

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

Competitors			
S.N	Company Name	Web Address	Description
1.	Shein	https://us.shein.com/?url_from=usbingbrandshein_	Online Clothing
2.	SunFlower Lab	www.thesunflowerlab.com	Web Developer
3.	JPL	https://jpl.agency/	Digital Marketing

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. Amazon	www.amazon.com
2. Google	www.google.com
3. Facebook	www.facebook.com
4. Udemy	www.udemy.com
5. W3school	www.w3school.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. Tweeter	www.tweeter.com
2. Shein	https://us.shein.com/?url_from=usbingbrandshein_
3. CNN	www.cnn.com
4. Fox News	www.foxnews.com
5. Instagram	www.instagram.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 a personal website, list the top ten individual qualities and skills:

Business products:

- 1. Responsive Web Design (RWD)**
- 2. Web Applications**
- 3. Corporate Branding**
- 4. Digital Media**
- 6. SEO**
- 7. Business Development**
- 8. Cybersecurity**
- 9. Digital Marketing**
- 10. Strategy leadership conference Hosting**

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

- 1. I consider my client's needs and tailor the project to fit their specific needs instead of imposing my own ideas on the clients.**
- 2. I am an "out of the box" thinker delivering cutting-edge digital solutions.**

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

- 1. People will visit my site because of the quality of the digital solutions I provide.**
- 2. My with will be SEO effective.**
- 3. People will come back to my site because of the seamless user experience they will encounter.**

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.

- 1. I intend to attract prospective employers and clients.**
- 2. The demographic will be 21 years old to 70 years old.**

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

- Students looking for inspiration.

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

- My site will be structured in such a way that the average Joe can get around. The intent will be to drive traffic to my site.

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

- Yes my visitors will be able to hit the high point because I will enforce that on every section of my site.

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

- I intend to make my site very popular and my measurement of success should be seen in dollar amounts and more so great user feedback.

- Also I will consider success by the number of leads I am able to generate that ultimately cumulate into business.

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?

1. **Media;**
 2. **Contact Form;**
 3. **Relevant articles;**
 4. **Case studies**
 5. **Pricing options**
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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?

- **These features are great.**

How will they serve your business?

- **They will help to drive traffic to my site.**

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 have to revise some 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?

- **For now I intend to provide these services in-house until I grow bigger.**

What are your resources?

- **I possessed some of the major skills to get things running for now.**

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? **04/20/2023**

What is your target completion date? **04/30/2023**

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? **I trust my own computer skills and may research some issues that may be a challenge.**
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 -
 1. **Bootstrap**
 3. **W3css**
 4. **jQuery**