

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.

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

PERSONAL AND ACADEMIC PURPOSES

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

BASICALLY, I AM LOOKING TO INTRODUCE MYSELF AS A (VERY NEW) PRACTICIONER IN FRONT END WEB DEVELOPMENT

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

MY MAIN AIM IS TO LEARN FROM SCRATCH HOW TO CREATE A WEBSITE AND ALL THE PROCESS INVOLVED

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

1. MORE VISIBLE FOR FUTURE EMPLOYERS
2. LEARN NEW SKILLS
3. DEVELOP MY CREATIVITY
4. GIVE SOLUTIONS

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

- ❖ My main competition are other people with web development certifications as well as graduates from coding bootcamps looking for entry level development jobs.

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 (EASY TO USE)	https://www.amazon.com/

2. WALMART (EASY TO USE)	https://www.walmart.com/
3. PROFESSOR BURNETT (EXCELLENT RESOURCES & INFORMATION)	https://www.profburnett.com/
4. HULU (JUST FOR LEISURE)	https://www.hulu.com/welcome
5. MONTGOMERY COLLEGE (ACADEMIC PURPOSES)	https://www.montgomerycollege.edu/

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
1. GAP	
2. ETSY	
3. EBAY	
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. SHOW MY COURSEWORK
2. DEVELOP MY CREATIVITY AND IDEAS
3. COLLABORATIVE
4. DEDICATED
5. STRONG WRITING SKILLS

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

Attentive to details, intellectually curious, adaptive, and my artistic eye set me apart from my competition.

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

Employers or fellow web development students will be the primary visitors to view the front-end web development course curriculum and to see examples of my work.

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.

PROBABLY NEW STUDENTS WILL VIEW MY WORK AS EXAMPLE OF THE MATERIAL THAT THIS CERTIFICATION DEMANDED.

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

MY FAMILY AND PROBABLY SOME FRIENDS

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

NEW STUDENTS IN THE FIELD OF WEB DEVELOPMENT

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

YES, THE VISITORS WILL BROWSE MY EASY AND EFFICIENT WEBSITE

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

TO BE A REFERENT FOR NEW STUDENTS.

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

IS FOR PERSONAL PURPOSES

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

I AM AWARE THAT THIS SITE IS MY FIRST TRY, SO, I INTEND TO USE FOR AN ENTRY-LEVEL POSITION.

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 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?

How will they serve your business?

THIS WILL SHOW MY ABILITY TO IMPLEMENT THE NEW SKILLS ACQUIRED DURING THE CERTIFICATION

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?

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What are your resources?

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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? 05/11/2023

What is your target completion date? 05/11/2023

24) 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 AM DEVELOPING CONFIDENCE IN MY COMPUTER SKILLS
- 3.** Have you budgeted for that service? NO
