

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: Christopher Campos

1) Purpose of creating or re-designing your website: ___ The main objective of the website is to exhibit my expertise, accomplishments, and undertakings as a Front End Web Developer. Through a well-organized and aesthetically pleasing portfolio, my intention is to entice prospective employers and partners. Additionally, the website will serve as a proof of my mastery 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 digital portfolio on my website serves as a platform to showcase my journey as a FrontEnd Web Developer. It offers a comprehensive overview of my educational background, work experiences, and a detailed display of the projects I have undertaken. Each project is accompanied by a brief description, the technologies employed, and links to the live demo or code repository.

3) What are your goals for creating or revamping a website? The primary objective of my website revamp is to effectively showcase my skills and projects in a professional manner, while simultaneously enhancing online visibility and search engine rankings. Special attention will be given to ensuring a responsive and user-friendly design that seamlessly adapts to all types of devices.

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

Impartiality, Efficiency, Innovative, Agile, Transparent.

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

N/A

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. Google	https://www.google.com
2. Wikipedia	https://www.wikipedia.org/
3. Spotify	https://www.spotify.com
4. Youtube	https://www.youtube.com
5. Quora	https://quora.com

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. Yahoo	https://www.yahoo.com
2. Bing	https://bing.com
3.	
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. Creative Design: The ability to generate visually captivating and contemporary web designs.
2. Adaptive Development: Proficiency in constructing websites that seamlessly function on desktops, tablets, and mobile devices.
3. Profound JavaScript Understanding: A comprehensive comprehension of JavaScript and its frameworks for creating dynamic web applications.
4. CSS Expertise: Skill in employing advanced CSS techniques to achieve precise layouts and captivating animations.
5. Optimization for Performance: Knowledge in guaranteeing swift website loading times and efficient operation.
6. User-Centered Design: Concentrating on design principles that prioritize user experience and satisfaction.
7. Implementation of SEO Best Practices: Ensuring websites are optimized for search engines to enhance visibility.
8. Consistent Cross-browser Compatibility: Ensuring websites function uniformly across a variety of web browsers.

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

NA

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

Visitors to my portfolio website are interested in learning about my skills, experience, and past work. They may discover my site through various channels such as search engines, social media, professional networking sites, or direct referrals. However, it is the quality and relevance of the content that will entice them to return. Consistent updates featuring new projects or skills

can provide visitors with a compelling reason to revisit. Furthermore, offering valuable insights or resources related to my area of expertise can also foster repeat visits.

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 want companies and employers to find me or whoever is engaged in technology communities, actively pursuing inventive web solutions to amplify their digital footprint.

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

Individuals who are currently enrolled as students or have aspirations of becoming web developers often seek inspiration and access to educational materials. Likewise, members of the web development community may be interested in finding opportunities for collaboration with their peers. Additionally, bloggers and journalists who cover technology and design trends may also be interested in exploring these resources.

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

Visitors to the site are anticipated to have a moderate to high level of technical expertise. This is due to the site's focus on frontend web development, which suggests that visitors will possess a good understanding of technology, web trends, and may even have some experience with web development.

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

The ease of navigation on my website encourages visitors to peruse and discover various sections, resulting in a higher likelihood of exploration.

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

My website was created with the purpose of displaying my portfolio and demonstrating my skills, motivating guests to delve into my projects, and establishing a connection with me for potential partnership.

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

By exhibiting my portfolio, fostering industry connections, producing leads, and amplifying my visibility as a specialist in front-end development, my website will fortify my business and serve as a dynamic instrument for professional advancement and opportunity acquisition.

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

In order to achieve my desired outcome, it is crucial for my website to gain significant popularity among my intended audience, resulting in a consistent flow of visitors who are genuinely interested in my content. The ultimate measure of success for me would be a continuous growth in the number of individuals accessing my website, coupled with a substantial rate of portfolio and resume downloads. Moreover, an active contact form that generates potential job offers and collaborative projects would further signify triumph. Furthermore, key metrics such as minimal bounce rates, extended session durations, and an increasing number of returning visitors would serve as indicators of a prosperous and captivating website.

18) Site Features: What special features do you think your website should include? (e.g., calendar, forum, login, pricecomparison chart, contact form, schedules, media) How will each feature support your business?

I have a contact me form

Please keep in mind the following Best Web Practices guideline

s:

- 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?

N/A

How will they serve your business?

The chosen characteristics have been carefully selected to assist in the promotion of my business by presenting my work, enhancing communication, and establishing a professional network. These elements are vital for my development 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?

Yes

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?

I do require an extensive marketing campaign to promote the website. I will utilize my social media to promote it.

What are your resources?

Presently, social media serves as my primary source of information and connectivity.

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? __10/25/2023

What is your target completion date? _11/18/23

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 do not need guidance.

3. Have you budgeted for that service?

Yes.