**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:**

Websites are created or redesigned to align with a comprehensive content strategy. This includes regularly updating and adding content to attract and engage visitors. With the increasing use of mobile devices, many websites are redesigned to be mobile-responsive.

It serves as a digital storefront and a platform for communication with a global audience.

1. **Describe what you want the site to do or what the company does:**

Web Solutions is a cutting-edge website development company dedicated to providing innovative and tailor-made digital solutions. As a student project, the focus is on creating a fictional company to showcase the capabilities and services that a real website development company might offer.

1. **What are your goals for creating or revamping a website?**

Creating a website to establish a visible and accessible online presence,

representation of the individual or business.

serving as a digital Revamping a website to align with a refreshed brand identity, conveying professionalism, and maintaining brand consistency.

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

**1. Responsiveness**

**2. Collaborative**

**3. Customized**

4. **Professional:**

**5.** **Innovative:**

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

N/A

**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. **Google** | [https://www.google.com](https://www.google.com/) |
| 1. **Amazon** | [https://www.amazon.com](https://www.amazon.com/) |
| 1. **Wikipedia** | [https://www.wikipedia.org](https://www.wikipedia.org/) |
| 1. **Medium** | [https://medium.com](https://medium.com/) |
| 1. **Adobe** | [https://www.adobe.com](https://www.adobe.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. N/A | N/A |
| 1. N/A | N/A |
| 1. N/A | N/A |
| 1. N/A | N/A |
| 1. N/A | N/A |

**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. **User-Friendly Design:**

2. **Clear Purpose and Message:**

3. **Fast Loading Speed**

4. **High-Quality Content:**

5. **Mobile Optimization:**

6. **Effective Navigation:**

7. **Visual Appeal**

8. **Security**

9. **Contact Information**

10. **Integration with social media:**

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

Stay ahead with cutting-edge perspectives and innovative solutions. We strive to bring fresh ideas and creativity to [specific niche or topic], setting us apart from the rest.

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

Offer high-quality, relevant, and valuable content that addresses the needs and interests of your target audience. Participate in online forums and communities related.

Keep the audience informed about new content, events, or exclusive offers through regular email newsletters.

**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.

Defining target audience is a critical step in creating content and designing your website to meet the specific needs and preferences of the people you want to reach. The more detailed and accurate your understanding of your target audience, the better you can tailor your content and marketing strategies.

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

Understanding potential visitor segments beyond your primary target audience is crucial for broadening your website's reach and appeal. While your primary focus might be on a specific demographic or interest group, there can be secondary audiences that find value in your content. Here are some potential visitor segments:

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

Determining the technical savviness of your average visitor is crucial for tailoring the user experience on your website. This understanding will influence the design, functionality, and technical complexity of your site. Here are three general levels of technical savviness, and you can customize them based on your insights into your target audience:  
  
**14) Usability:** Will your visitors be likely to browse or hit the high points?  
  
Ultimately, it's beneficial to strike a balance between providing comprehensive content for those who want to delve deep and offering easily accessible high points for those with limited time or specific objectives. A user-centric approach, combined with flexibility in content presentation, can enhance the overall usability of your website for a diverse audience.  
  
**15) Site Purpose:** What do you want visitors to do when they get to your site?

Foster engagement through interactive elements, social media integration, or community forums. Encouraging visitors to interact with your content can lead to increased loyalty.

**16) Site Goals:** In what ways do you expect your website to support your business?  
Increase brand awareness by showcasing the business's products, services, and values to a global audience.  
  
**17) Site Analytics:** How popular do you need your site to be? What results would you consider to be success?

Provide customer support through FAQs, chatbots, or contact forms, improving customer satisfaction and loyalty.

**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?  
**Portfolio Showcase:**

**Contact Form:**

**Client Testimonials:**

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 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?

**Client Area/Login:**

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?

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**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?

What are your resources?

**Platforms:** Consider using website builders like Wax, Squarespace, or WordPress (with a user-friendly theme) for a straightforward and code-free approach.

**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? 11/14/2023

**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?   
   yes
3. Have you budgeted for that service?  
   yes