**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:**

**To show the skills I learned in front end certification course to**

**employers who may be looking to hire.**

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

**I want the site to be responsive to mobile and desktops.**

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

**My main aim is TO learn from scratch how to creat 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.CRATIVITY

**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 |
| * Google (best serach engine) | Googl.com |
| * Amazon (best ecommerce * marketplace) | Amazon.com |
| * youtube(fun+infromation) | youtube.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 |
| * Ebay (scamers) | ebay.com |
| * Temu ( hard to buy stuf online) | temu.com |
| * Facebook( wast my time) | Facebook.com |
| * Tiktok(kill my time) | TIKTOK.COM |
| * Yahoo(I feel old | Yahoo.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 personal website, list the top ten individual qualities and skills:

1. HTML\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. CSS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. JAVA\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. JQuery\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. XML\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.JASON \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. AJAX\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. RWD\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. COMMITED\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. LEARNING.......\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Each client will have an assigned dev oversee by the Y.KEBEBE

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

They will come as it becomes popular among their friends and co-wokers.

Word of mouth and advertise on social media.

**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 would want more of small business owners in need of web designers. But any kind company (big or small) who needs a web developer to design a site and maintained it.

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

All individuals who wanting to network and/or collaborate on a project.

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

With the creativity and easy to navigate website, the visitor doesn’t have to be highly experience in technology.

**14) Usability:** Will your visitors be likely to browse or hit the high points?  
  
My website is easy to navigate, visitors are more likely to browse and

explore different sections.

**15) Site Purpose:** What do you want visitors to do when they get to your site?  
  
 I designed my site with the intent to showcase my portfolio and expertise, encouraging visitors

to explore my work, download my resume, and connect with me for potential collaborations.

Additionally, I aim to engage visitors with my blog, sharing knowledge that positions me as a

thought leader, and provide resources that benefit other developers and students.

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

My website will bolster my business by showcasing my portfolio, facilitating industry

connections, generating leads, and enhancing my visibility as an expert in front-end

development, ultimately serving as a dynamic tool for professional growth and opportunity

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

I need my site to be sufficiently popular to attract steady traffic from my target audience,

leading to regular inquiries and engagement. Success for me would be defined by a consistent

increase in visitors, a high rate of portfolio and resume downloads, and an active contact form

yielding potential job offers and collaborative projects. Additionally, metrics like low bounce

rates, high session durations, and a growing number of return visitors would indicate a

successful and engaging websit.  
  
  
**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?  
  
 The contact form on my website acts as a pivotal feature, streamlining communication with

potential employers, clients, and peers. It's designed to be easily accessible and user-friendly,

facilitating seamless business inquiries and collaborations, capturing essential contact details

for follow-up, and collecting feedback to enhance my services and web presence—all of which

are instrumental in driving my business development.

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 thantrying 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?

I will include project and portfolio section.

How will they serve your business? \_

The website provides comprehensive information about my skills,

experiences, and projects, making it a valuable resource for potential

employers or clients.

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 might be well-fixed on some of the contents, but I will also revise some of them through time.

**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 not need a big marketing to promote the site, but I will use my social media to promote it.

What are your resources?

Social midia specially youtube google ane more.

**23) Process:**

* 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.
* Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?
* Do you have the staff to marshal, vet, improve, and/or create content?
* 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? \_11/16/2023

**24) Technical Skills:**

* Do you plan to make frequent or significant changes to your site? YES
* 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
* Have you budgeted for that service? YES