

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: For Myself

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

Answer:

- To demonstrate my expertise and proficiency in web development.
- A well-designed portfolio can help build credibility and establish trust with my audience.
- To attract clients, customers, or employers.
- A portfolio provides an opportunity for self-reflection and improvement.
- It helps to attract employers.
- It can help me land new opportunities, secure promotions, or transition into a new role.

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

Answer:

- I will start my bio by highlighting my background, experiences, and areas of expertise.
- I will organize my portfolio into sections based on relevant categories such as projects, skills, education, job experiences, and contacts.
- I will provide details about each of the section.

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

Answer:

- Showcasing My Skills and Talents
- Highlighting Accomplishments
- Differentiating Myself
- Attracting Opportunities
- Building Trust and Confidence
- Networking and Branding
- Attracting Specific Recruiter

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

Answer:

- Professional
- Innovative
- Dynamic
- Authentic
- Trustworthy

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

Answer: I'm fresher in web development so I think I do not have any competitors. I will try to gather more knowledge and skills like them.

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.

Answer:

• Site Name	• Site Address
• Swiss Airlines	• https://www.swiss.com/us/en/homepage
• Khan Academy	• https://www.khanacademy.org/
• Etch Apps	• https://etch.co/
• Los Angeles Times	• https://www.latimes.com/
• Build By Buffalo	• https://builtbybuffalo.com/

Those websites are visually appealing designs, clean layouts, harmonious color schemes, high-quality imagery, and intuitive navigation. Beautiful websites often employ stunning visuals that catch the user attention and create a positive first impression that those have already. The websites are easy for visitors to navigate through the site and it is easy to find what user looking for. Those websites have the potential to evoke emotions and create a connection with the audience. Those websites are accessible to all users. Those websites have good speed and performance. All are RWD websites so it is good for mobile users also.

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.

Answer:

Site Name	Site Address
• Aarong.com	https://www.aarong.com/
• Edit Salocin	https://edit.co.uk/blog/top-10-worst-websites/
• Ugly Tub	Uglytub.com
• Mr. Bottles	http://www.mrbottles.com/
• Jami Lin	https://www.jamilin.com/

- Aarong.com: It takes time to load the page. Speed is so slow. The user feels bored using this site because of their delayed load.
- Images of this website do not work. They used alt so I can see the image name but I cannot see the images.
- They used poor-quality images.
- They used poor-quality images and tiny fonts.
- There is no navigation bar, good image, or information, not organize.

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:

Answer:

I made my own portfolio so I am writing my skill below.

- Python
- HTML5
- CSS3
- Javascript
- XML
- JSON
- Bootstrap
- W3.CSS
- RWD
- PyTorch

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

Answer: I'm a fresher in Web Development so I am not eligible to compete with the senior skillful person.

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

Answer: Recruiter will come to my portfolio when they need employee. My portfolio is available on my college server and LinkedIn. I gained some skills and I tried my best to make my portfolio. If they like my work then they will knock me.

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.

Answer: I want to attract recruiters of an IT company/organization. I'm ready to work as a Front-End web Developer. So I expect IT Company audiences in Maryland and Washington.

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

Answer: Software companies and organizations.

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

Answer: Maybe skillful person.

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

Answer: Can be. Not sure.

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

Answer: I have no idea about it.

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

Answer: To get an IT job I need a portfolio. My portfolio shows my skills, education my work. Maybe my portfolio helps me to find a good job.

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

Answer: A portfolio should be correct, gentle in style, full of the right information, clean, and stylish. I will try my best to do a good one.

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?

Answer:

- Navigation bar,
 - My Image,
 - My skills,
 - My education,
 - My job experiences,
 - My contact info,
 - My information,
 - My current location map.
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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.
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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?

Answer: I will make a portfolio so my features are different than the website.

How will they serve your business?

Answer: Features will help to create a perfect portfolio. A perfect portfolio will attract recruiters and organizations.

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?

Answer: Yes I will revise my content and may make 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?

Answer:

- I'll need a well-designed and functional website that represents the brand effectively. I will try to fulfill the client's requirements.
- SEO is crucial for improving a website's visibility in search engine results. I might need to hire SEO specialists or invest in SEO tools and training. Though I have 2 years marketing experiment. I will do online marketing.

What are your resources?

Answer: I have no resources.

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? _____

What is your target completion date? _____

Answer:

- 1.** Until the best results are achieved, I'll work hard on making a good website.
- 2.** I know some online repositories and apps that are full of symbols, text, and logos.
- 3.** No
- 4.** No I do not have.

24) Technical Skills:

- 1.** Do you plan to make frequent or significant changes to your site?
- 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?
- 3.** Have you budgeted for that service?

Answer:

- 1.** No
- 2.** Yah I am confident with my own computer skills. Still I'm gathering knowledge. I can make changes. Webmaster might be needed in future.
- 3.** No I did not fix any budget yet.