

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: ____Marina Orekov

1) Purpose of creating or re-designing your website: _____to get a new job. I have already had my first intevieu.

2) Describe what you want the site to do or what the company does: _____Describes all of the skills I have learned in class. _____In this class I learned: XML AJAX, CSS3, HTML5, JQuery, JavaScript and JSON.

3) What are your goals for creating or revamping a website? _____definatly to make more money

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

1. ____slick_____
2. ____organized_____
3. ____smart_____
4. ____geeky_____
5. ____A-lister_____

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

_____all other front and back end developers who are looking for a new job.

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. wowza.com	I used to work on this website and I think our old site was better, this one is very busy and the colors seem muddy.
1. overstack.com	I love this site, its so useful and clean.
1. w3schools.com	I use this site all the time. It's my go to reference. Has awesome colors too.
1. facebook.com	they have bugs sometimes!
1. linkedin.com	lots of appeal here, but recently I've had trouble finding people I want in my network. So maybe their search algorithm is not what it used to be.

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. mkitchen.com	this is my current work place. I hope to re vamp this site. It has horrible load speed. I like nothing about this site. Not one thing.

1. ibm.com	Could use a revamp but classic is cool too.
1. NHL.com	I love hockey but more readable stats please
1. amazon.com	Good prices, but I kind of hate the boxy layout.
1. cabinjohn.com	I use this to register my kid for ice hockey it could be a dash more user friendly and classes are kind of hard to find.

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. Graphic Design
2. Network Engineering
3. Web Development _____
4. Architecture
5. Agile _____
6. Data Mining _____
7. Speed of which my code runs _____
8. _Perl _____
9. __Python _____
10. ___Java _____

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

_____ I think my background in graphic design makes me a one stop for all things development because you won't need to pay a team of artists. Also, I enjoy timing the speed at which my algorithms run and making them run as fast as possible. _____

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

_____ People will come back to my site multiple times because of its color scheme and to read about me while trying to hire 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.

____ HR team members

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

_____ recruiters

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

_____ Probably mid to none on the tech side.

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

_____ I believe that they will.

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

___ See the large icons of all of the skills that I learned in this class. Hopefully click on some of them to view my work.

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

_____ I hope to land a new job within 6 months of being certified in this class.

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

_____ All I need is one good hit to land my dream job.

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?

_____ a contact me form.

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.

_____ Okay this sounds great!

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? _____just a contact me form, I want to keep it simple.

How will they serve your business? ____Enable people to reach me.

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 have a good amount of 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? _____Just a basic about me webpage.

What are your resources? _____I only need the resources already given for that.

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. Very Ready.
2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape? Yes!
3. Do you have the staff to marshal, vet, improve, and/or create content? Yes, just myself.

4. Have you assigned someone to be the project manager or the liaison with your Web design firm? Just myself.

What is your target start date? _____April 1
2024_____

What is your target completion date? _____April 10
2024_____

24) Technical Skills:

1. Do you plan to make frequent or significant changes to your site? No!
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? I don't need a budget for my needs.
