**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: Osioriame E-Profile

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

Give employers a place to see the skills and resume of the applicant. To give them easy to see ways that the applicant can fill in a place on their team through demonstrations of skill.

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

The website will display the skills, experiences, and CV of the applicant.

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

To get gainful employment in the tech sector and front end development.

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

1. Efficient

2. Rich Experiences

3. Variable of skills

4. Creativity

5. Professional

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

Other applicants who could have comparable skills, internal hiring who has shown their ability to solve problems

**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. Isitdown
 | https://www.isitdownrightnow.com/ |
| 1. cloudconvert
 | https://cloudconvert.com/ |
| 1. wiki
 | https://www.fandom.com/ |
| 1. miniclip
 | https://www.miniclip.com/ |
| 1. youtube
 | https://www.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 |
| 1. Craigslist
 | https://baltimore.craigslist.org/ |
| 1. Goodreads
 | https://www.goodreads.com/ |
| 1. Lipton
 | https://www.lipton.com/us/en/ |
| 1. Yahoo
 | https://www.yahoo.com/ |
| 1. 4chan
 | https://www.4chan.org/ |

**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:

Top ten individual qualities and skills:

1. Proficient in HTML, CSS, and JavaScript

2. Strong communication skills

3. Excellent problem-solving abilities

4. Creative design thinking

5. Adaptability to new technologies

6. Attention to detail

7. Time management and organization

8. Team collaboration skills

9. Ability to work under pressure

10. Continuous learning mindset

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

My blend of technical expertise, communication skills, creative problem-solving, and design thinking sets me apart. I excel in adapting to new tech, time management, team collaboration, and continuous learning, making me a valuable asset to any team.

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

Recruiters will come to my site and find it on my resume or LinkedIn account. The amount of information about me and easy access to visuals on my skillset will bring them back.

**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 aim to attract hiring managers seeking a front-end developer, typically aged mid-20s to mid-40s, with STEM backgrounds, in tech hubs like Silicon Valley, holding roles in IT or HR departments of medium to large companies. They have a moderate to high economic status, are community influencers, and are located in regions known for tech and innovation.

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

Other developers, recruiters, clients, fellow students, or family

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

developers, tech enthusiasts, recruiters, clients, family

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

They will hit the high points as most important information or resources about my eligibility is front and center on the site.

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

Engage with my skills, explore services, possibly contact for collaboration or hiring.

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

A public profile that not only displays my skills in action but legitimization by certification.

This makes me a known factor to the hiring directors.

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

The site only needs a few dozen hits a month to achieve my goal of success since it means a growing audience of people are interested in what I can do for them and seeing that I can back up my skills. Success would be communications and offers on a regular basis.

**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?

I’ve included a contact form and modular text boxes which break down my skill sets and lessons learned. In the future I plan on making the immersion of my skills in the skills section deeper and more impressive to the layman and to those with a background in web 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 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).

\_x\_ \*home/index

\_x\_ \*about page

\_x\_ \*contact page

Other pages/features:

\_\_ Events/news

\_\_ Newsletter sign-up

\_\_ Frequently asked questions (FAQs)

\_x\_ 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?

Animations, Parallaxes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will they serve your business? Give a visual flair.

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?
Not likely at this current stage

**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?

SEO, integration in my personal social media and links via qr code

What are your resources?

Online education and online 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? 4/15\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your target completion date? 4/30\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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?

I plan to frequently add to the skills sections or to modify the visuals as I learn more or pick up tricks from my work in development