

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: Kurt Schwartz

1) Purpose of creating or re-designing your website: The purpose of creating my website is to present a e-portfolio.

2) Describe what you want the site to do or what the company does: I want the website give information about my professional self: experience, education, skills, language and contact. It will also include personal information. The homepage will display experience, education, language and skills. The about me page will show personal information. The contact page will give via form.

3) What are your goals for creating or revamping a website? My goal for revamping a website is to successfully edit a template for my needs without causing errors from the deletion and addition of content.

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

1. Clarifying
2. Professional
3. Informative
4. Simple
5. Colorful

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

My competition is other people who are applying for the same job I am applying for.

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	Appraisal
1. Seth Godin	https://www.sethgodin.com/	Similar layout as mine. Contrasts the sections with alternating dark

		and light backgrounds.
2. Daniel Autry	https://danielautry.com/	Clear design that emphasizes employed companies.
3. Seth Halpin	http://seanhalpin.io/	Very simple. Consistent color scheme. Has a notes page that has a section for discussion board.
4. Prof Poon	http://www.profpoon.org/	Animations during scrolling.
5. Albino Tonnina	https://www.albinotonnina.com/	Visuals, fabicons that replace text, quick animations transition into content.

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	Appraisal
1. Ruan Yifeng	http://www.ruanyifeng.com/home.html	No content on main page, but only links.
2. Zhao Dongfeng	http://www.zhaodongfeng.com/	Not responsive
3. Bao Junma	http://www.baojunma.com/	Could have ajax for content.
4. Emir Ayouni	https://www.growcase.com/	No navigation, mentions but does not provide way to gather more information about his other services/products.
5. Yang Liangyee	http://www.yangliangyee.com/	Not clearly titled to know purpose quickly.

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. Experienced
2. Driven
3. Knowledgeable
4. Skilled
5. Curious
6. Passionate
7. Hard-working
8. Professional
9. Compassionate
10. Conscientious

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 services are better than my competition because in my field, I would not expect others not to have a website or a website that is self-developed.

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

People will visit my site to gather more information about me and also evaluate my projects. Hopefully, a search of my name in a search engine will be able to bring visitors to my site. If visitors are curious about my work, that is, if work demonstrates quality, they will return to my site.

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.

My target audience, at this time, is employers. I would like these employers to find me to gather more information about me. These employers will be typically middle-aged with a background in education.

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

In the future, other people might be curious about my field. I may also consider linking some future separate websites about my hobbies/interests to my professional eportfolio site. This may show more of my human side.

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

My average visitor, most likely, will not be technically savvy. They will know how to navigate the internet and have proficiency in spreadsheets.

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

Yes, visitors will be able easily browse to locate relevant information about me without extensive scrolling.

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

My site does not need to be popular. It just needs to be live. I would consider the site successful if people were easily able to find it with a search engine.

16) 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?

My website will have a contact form so that people can email me.

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.

17) 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 might like to have image carousel. In the future, I would also like to have more media projects to show my employers.

How will they serve your business?

These features will attempt show a personable side or a creative side of 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 an adequate amount of basic content. I will not have to create new content. However, in order to make my resume stand out, it might be a good idea to add more content.

18) 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 think first by reaching out to like-minded or like-careering people would be one step I could take to increase my presence. By reaching out to these people, I can make friends and also a 'friends/links' page in my website. Second, to make my website more search engine optimal, I need to make sure to include @media mobile friendly layouts. I also can make sure that alt property values are describe clearly and that multiple links references different pages.

What are your resources?

My resources are searching for others like me. Other resources include making a website that has a meaningful structure/ tags for search engine crawling.

19) 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.

I am not very ready to begin. I am still not sure what system of planning I should use.

2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape?

Everything is a good shape. I do not have a logo.

3. Do you have the staff to marshal, vet, improve, and/or create content?

No, I do not have staff to marshal, vet, improve or create content.

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

I do have someone assigned to me as a project manager.

What is your target start date? 11/6/19

What is your target completion date? 11/13/19

20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?

Yes, I plan to make frequent changes to my website.

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?

I feel somewhat confident in my skills. I will try to complete every step by myself.

3. Have you budgeted for the service?

No, I have not. I am not seeking a webmaster.

21.) Responsive Web Design Framework (RWD)

1. What type of Framework do you want to use – HTML, CSS, or JavaScript?

I would like to use HTML, CSS, JS, JQuery and possibly AJAX.

2. What Framework have you selected -

I have selected W3.CSS and Bootstrap.