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: Sandy Marin

1) Purpose of creating or re-designing your website:
The purpose of my website is to showcase my professional skills, and describe my interests so I can articulate my career goals and find long-term, meaningful work.

2) Describe what you want the site to do or what the company does:
My site will contain links to publications, highlight professional accomplishments, and illuminate my diverse skill set. My site will be the hub connecting my portfolio of professional and academic achievements.

3) What are your goals for creating or revamping a website?
My goal is to have a website that is functional, interactive, user friendly, and responsive to multiple screen sizes.

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

1. Illustrative
2. Informational
3. Functional
4. Logical
5. Engaging

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.
My competition is other early career professionals interested in human-dimension natural resource careers.

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.	
2.	
3.	

4.	
5.	

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.	
2.	
3.	
4.	
5.	

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. Multi-talented
2. Qualified
3. Perseverant
4. Hard-working
5. Organized
6. Contributor
7. Leader
8. Positive intent
9. Humble
10. Collaborative/ team player

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 will be in the right place at the right time. I will showcase my skills in a unique way. I will hear the needs of my audience and respond to them.

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

I do not anticipate many return users of my website. It will be a place for the audience to

gather information about my professional experience, and use this information to make an employment decision.

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.

Potential employer: person employed in position of leadership living in the DMV region.

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

Peers, colleagues, mentors.

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

Slightly above average level of technical savvy.

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

Hit the high points.

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. If my superiors are impressed by the skills my website showcases, I will feel successful.

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?

A contact form would help prospective employers reach me. A media player would help illustrate some of my professional experience.

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.

_____
_____
_____
_____
_____
_____
_____

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?

_____

How will they serve your business?

_____

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?
Create new 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?

_____
_____
_____

What are your resources?
Professor Burnett, W3C, JQuery, Murach textbooks

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.

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

Yes, but it is not all in one place.

3. Do you have the staff to marshal, vet, improve, and/or create content? No.

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

What is your target start date? 4/20/2020

What is your target completion date? 5/15/2020

20) 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? I will be responsible for regular upkeep.

3. Have you budgeted for the service? Yes.

21.) Responsive Web Design Framework (RWD)

1. What type of Framework do you want to use – HTML, CSS, or JavaScript? HTML with CSS and JS files linked.

2. What Framework have you selected -

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