

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:

Franklin Dwayne McKie (my ePortfolio site)_____

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

_To promote my technological and/or programming skills in order to obtain a job (again) in the IT industry._____

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

_To promote my programming skills. The website will show my Front-end web design skills. Also, via GitHub links, I could display my Java programming and Data Analytics skills (using Python via Jupyter)._____

3) What are your goals for creating or revamping a website? _See above (parts 1 & 2)._____

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

1. Knowledge of Front-end Web Design _____
2. Knowledge of Java programming _____
3. Knowledge of Data Analytics/Analysis programming _____
4. Previous history of programming/analysis in the business world _____
5. Ability to relate to people _____

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

_The competition is other programmers. _____

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. Amazon	https://www.amazon.com/
2. Beatport	https://www.beatport.com/
3. Juno	https://www.junodownload.com/
4. Traxsource	https://www.traxsource.com/
5. Oracle/Java	https://www.java.com/en/

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. N/A	N/A
2. N/A	N/A
3. N/A	N/A
4. N/A	N/A
5. N/A	N/A

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. Knowledge of Front-end Web Design _____
2. Knowledge of Java programming _____
3. Knowledge of Data Analysis programming _____
4. Previous history of programming/analysis in the business world _____
5. Previous history in the non-IT business world _____
6. Ability to relate to people _____
7. Ability to talk to people about technology in plain English _____
8. The ability to pick things up quickly _____
9. The variety of courses taken (IT & non-IT/business) _____
10. _____

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

See Part

8... _____

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

To see what skills/attributes that I could offer a potential hirer/client. _____

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.

A potential hirer/client in the business world (private/government). _____

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

Visitors that who are curious what computer/programming skills I may have. _____

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

Some may be technically savvy. Others may not be. _____

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

Primarily, visitors would visit the site for viewing the links that could display the potential skill set(s) that could be useful for a particular business. There will be some that would visit the site for curiosity. _____

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

The site does not have to be hugely popular. The site will be used, primarily, to promote my programming skills. Success would be landing a job in the IT/programming industry.

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?

Links to my programs for the following:

***Front-end Web Design courses (HTML5, CSS3, JavaScript, jQuery, XML/JSON/AJAX, Responsive Web Design)

***Java For Web Development (via GitHub)

***Data Analytics/Analysis using Python on Jupyter (via GitHub)

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?

N/A _____

How will they serve your business?

Help promote my skills as a
programmer/analyst _____

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 number of links of programming code ready to be used on the website. _____

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?

Access to people/users that would be interested in visiting my site. _____

What are your resources? _Facebook (nearly 3000 "friends"), LinkedIn (that needs to be built up)_____

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?

N/A

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

N/A

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

N/A

What is your target start date? _Now!!!_____

What is your target completion date?
_12/13/2019_____

20) Technical Skills:

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

More links of programming code could be added later on.

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?

At the moment, I can make some of the necessary changes. Later on, a webmaster might be necessary.

3. Have you budgeted for the service?

N/A at this time.

21.) Responsive Web Design Framework (RWD)

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

That has yet to be determined.

2. What Framework have you selected -

Most likely will be Bootstrap with possible personal additions of HTML, CSS, JavaScript (maybe jQuery).
