

A Guide to Planning your Website



Planning your website

The Website Worksheet

This worksheet can help you to lay a solid foundation for your web site. It will help define your goals along with setting guidelines to make sure your website is complete and useful for your visitors. If you do not know an answer or feel like it does not apply to you, then simply leave it blank. If you have any questions, please call and I will be happy to help you.

Name _____

Address _____

_____ Post code _____

How would you like us to contact you?

Business Phone

Home Phone

Mobile Phone

E-Mail

Description of
your business.
(One Paragraph)

Description of services.
(Separated by commas)

Example: Pizza, Restaurant, Take Out, Salads, Italian, Entrees, Pasta, etc.

What is your "Motto"
or "Slogan"?

Do you want people to: Learn more about your business or organization?

Hire you to perform a service?

Buy products from you?

Other

Who is your target audience or community?

Examples: Age Group, Gender, Interests, Locality, Areas Served

Image & Style

The visual appearance, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

What image do you want to project?

- | | |
|---|---|
| <input type="checkbox"/> Traditional/ Classic | <input type="checkbox"/> Retro / "50's Style" |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Feminine / Flowery |
| <input type="checkbox"/> Corporate/ Business | <input type="checkbox"/> Nostalgic / Historical |
| <input type="checkbox"/> High Tech | |
| <input type="checkbox"/> Other | |

What mood do you want to project?

- | | |
|---|---|
| <input type="checkbox"/> Traditional/ Classic | <input type="checkbox"/> Retro / "50's Style" |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Feminine / Flowery |
| <input type="checkbox"/> Corporate/ Business | <input type="checkbox"/> Nostalgic / Historical |
| <input type="checkbox"/> High Tech | |
| <input type="checkbox"/> Other | |

- | | |
|--|---|
| <input type="checkbox"/> Serene / Peaceful | <input type="checkbox"/> Happy / Smiley |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Energetic / "Moving" |
| <input type="checkbox"/> Fun/ Exciting | <input type="checkbox"/> Mysterious |
| <input type="checkbox"/> Comforting | |
| <input type="checkbox"/> Other | |

Do you have a color or color scheme for your business? YES NO

(If YES, what are your main colors? Please include Pantone and web colors if you know them)

Logo

Do you have a logo? YES NO

Do you have photos that you'd like to use on your website? YES NO

Do you have existing graphics or promotional material that you'd like to use on your website? YES NO

If you answer 'YES' to any of the logo questions, please provide your logos and artwork in digital format along with your submitted "Website Planning Worksheet". Logos, brochures etc. can be obtained from the company that designed them. They should be happy to help you since you have already paid them for the design.

If you answer 'NO' to any of these questions I can create graphics and a corporate color scheme for you and help with sourcing appropriate photographs. Extra fees may apply.

Please let me know if you need assistance delivering your files.

websites you like

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

Regarding your budget (if applicable) is it your intention to create:

- a basic informational website
- a professional website with custom design and programming
- other (please explain)

Website Content and Pages

What pages would you like on your site? Indicate the pages you would like on your site using the suggested page titles below. The page titles can be whatever you want. The titles listed below are only to get you started. Remember that it is best to keep only one topic per page. You may also want to consider the how often this information will need to be updated.

Most sites include these pages:

- About Us / Bio (Who You Are)
- Our Services (What You Do)
- Our Products (What You Sell)
- Portfolio (How You Do It)
- Directions / Contact Us (Where You Are)

You may also wish to include some of these (optional)

- Calendar of Events
- Frequently Asked Questions
- Our Team
- Media / Press
- Order Page
- Other:
- What's New
- Helpful Links
- Photo Gallery
- Guestbook
- Other:
- Request Information
- Customer Testimonials
- News
- V-Blog
- Other:

Keep in mind that some of these pages will require regular or frequent updating, such as the Calendar and/or Blog.

On the worksheets that follow, I ask you to provide a short description for each page and what you want the page button to say.

Worksheets are provided for the common pages (listed above): Who You Are, What You Do, What You Sell, How You Do It, and Where You Are.

Use the "Generic Page Worksheet" (p.10) to describe and provide information on any of the optional pages from the list above (optional)

How often do you want the information on the pages to update?

- Daily
- Monthly
- Annually
- Weekly
- Quarterly
- Never / Not Applicable

Frequent page updates are a great way to move up in search results. Search engines rank pages higher if they are updated regularly. Most consumers now expect websites to change frequently.

Will you need assistance with content management, or do you have capabilities in-house to maintain the content updates of your website?

- I will need help maintaining the site content and making site updates regularly
- I would like to learn more about a content management program that would include updates the site.
- I have the capabilities in-house to edit the html coding and graphics and do not need assistance with this

Who You Are Page?

(Please read this before continuing) Do the best you can with explaining to us what you do. We will take care of the spelling and grammar. Just be sure to include everything your customers need to know. Remember that these examples below are guidelines and your business may have unique requirements. If our example does not apply, then simply just fill in the description of that page. If you need extra space, scribble on the back or if you want to use a word processor and send us a separate file, that is fine too.

Who You Are Page?

This page is usually a summary of your business. It is an introduction to allow the reader to decide to stay on your site.

Button

Examples: Home, About Us, Introduction, History, Our Business, Welcome

Content

Example: Our team at Glenda's Gardens aims to offer you the highest quality and best service in town. We stock a huge range of allotment tools and supplies. Come visit us to learn about our products and we can easily point you in the right direction based on what suits your needs.

What You Do Page

This page is an explanation of what your business provides for your customers. Make sure you list everything you do.

Button

Example: Services, Products, landscape work, retail, home improvement

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)

Indicate here if you would like to hire custom writing on this page

Yes.

I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created. Additional fees may apply if you require custom writing

Example: Does a hand-laid cobblestone walkway leading up to a beautiful natural pond sound exciting to you? Whatever your landscaping needs are, Glenda's Gardens can provide the service with a dedication to quality and unmatched creativity to make the garden of your dreams a reality. Our mission is to make your outdoors a place you will love spending time in. Our services include:

- Lawns & ponds
- Natural stone walkways
- Exotic plantings
- Decking

Free Estimates Provided!

What You Sell Page

This page is an explanation of what you offer your customers. Make sure you list all the brands you sell and/or vendors you work with...

Button

Example: Services, Products, landscape work, garden design, retail, home improvement

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)

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Example: A variety of exciting and motivating classes are offered with highly qualified instructors, which run throughout the day. We have created an eclectic group of classes to provide something for everyone. As always, you are encouraged to try something new. These classes include:

- *Tai Chi*
- *Pilates*
- *Yoga*
- *Kung Fu*
- *First Aid*

How You Do It Page

This page is an explanation of what you have done for your customers. This can be a few pictures of before and after work, work completed, or step-by-step process on how it's done.

Button

Examples: Gallery, Projects, The Shop, The Garage, The Restaurant, Our Team, The Facility, Portfolio

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)

Indicate here if you would like to hire custom writing on this page

Yes.

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If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created. Additional fees may apply if you require custom writing

Here are a few projects that will show you some of our capabilities. You may click on a picture to view them individually. Also, once you are in the project's gallery, you may move your mouse pointer to the right or left to browse through pictures with detailed descriptions. Keep checking back with us for more creative machine work. Enjoy the show!

Below is a list of our machinery and precision measuring equipment. We take pride in showing you our capabilities, so you have a better understanding of how we turn your project into a quality finished product.

We also have many other general support machines such as Surface Grinders, Milling Machines, Bench Grinders, Manual Lathes, etc. We use CAD way Computer Aided Design Software.

Where You Are Page

This page is dedicated to your location and other vital information which includes hours of operation along with what you accept for payment. Provide all your contact information (if different from above) along with your new email addresses. If needed, add any special instructions to get to your business if you share a facility or are in a complex.

Button

Examples: *Directions, Contact Us, Visit Us, Location, Map Link*

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)

Indicate here if you would like to hire custom writing on this page

Yes.

I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created.

Additional fees may apply if you require custom writing

Example: We are conveniently located in the East Greywater Centre across from Books for Cooks. Our store is in the Waterfall building. We share the Blue-Sky entrance; we are on the ground floor towards the rear of the building.

*Glenda's Gardens
East Greywater Centre Ground
Floor, Waterfall Building East
Greywater EG1 4UA*

Generic Page Worksheet

Use this worksheet for any additional pages needed for your website that are not included with the previous worksheets. Make as many copies of this sheet, as necessary.

Button

Examples: Directions, Contact Us, Visit Us, Location, Map Link

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)

Indicate here
if you would like to
hire custom writing
on this page

Yes.

I need to hire
custom writing.

If you checked
"Yes "above, then
please specify (in the
box to the right) a
basic idea or outline
of the "Content"
to be created.
Additional fees may
apply if you require
custom writing

Final Checklist and Delivering Your Content

When you have completed these worksheets, the next step is to send us everything you have for your site. You may deliver your worksheets and content easily by emailing your worksheets to: mfinch@searchlocalnow.com. Or request a Dropbox request and we can send you a link to upload everything.

When sending files electronically, create one email for each page and attach the photos, art, logos, and page text content for that page. You may send your text as MS Word documents or Adobe PDF. To give you an idea on the length of text, a typical web site page will be no more than a single A4 page in Word in 12/13pt text.

- Completed this Website Planning Worksheet
- Gathered all photos, logos, artwork
- Page content text has been saved as individual les (MS Word format), using the page title for the filename (one doc per website page) .
- Email each page with attached photos and artwork (if applicable), one page per email message, to: les@weborizon.com

Sending files electronically

email: mfinch@searchlocalnow.com

Create a separate email for each page of your site
Attach all necessary text files, photos, art, and logos to each email
message or request a Dropbox link to upload

A website architecture map

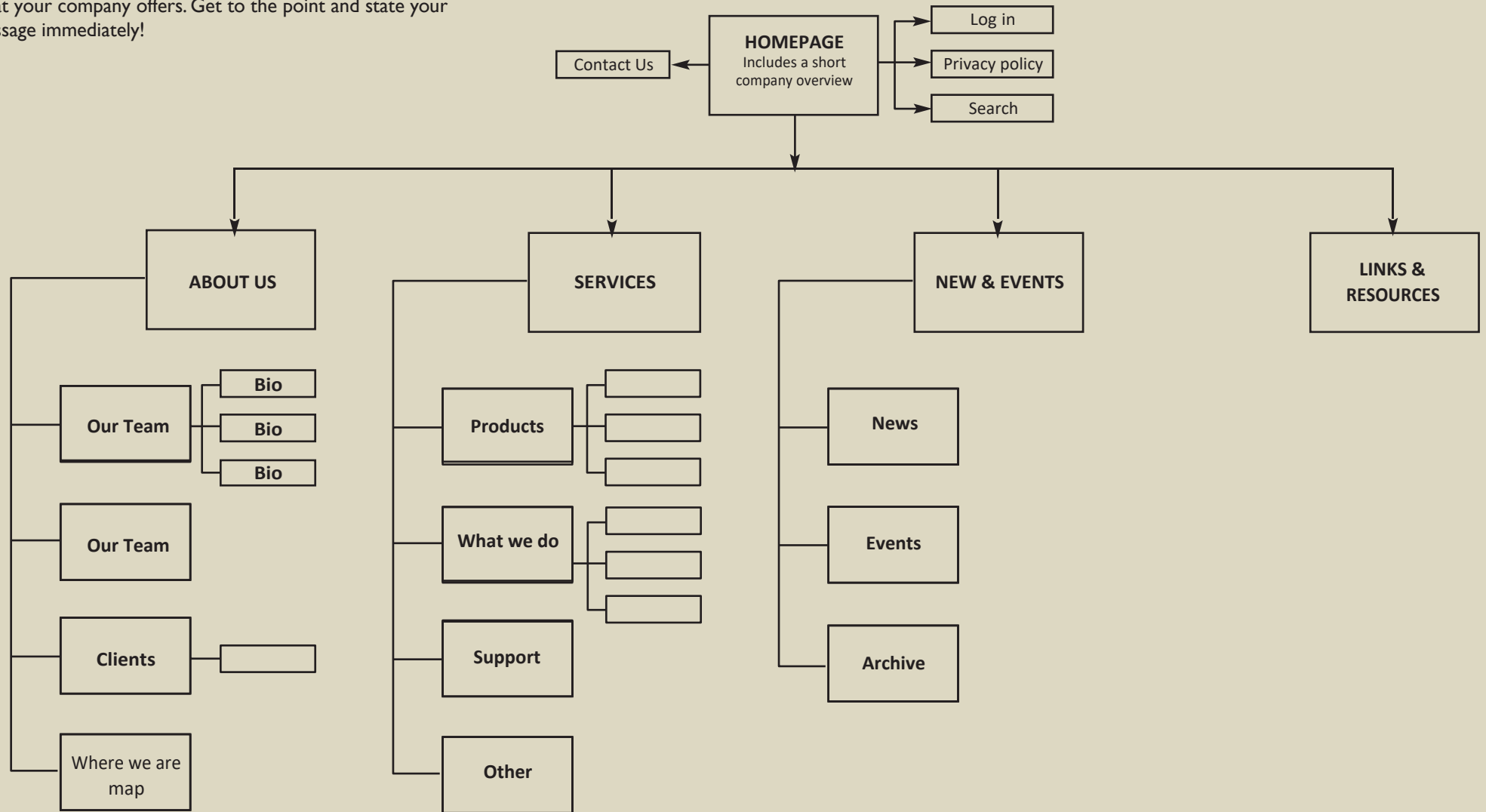
This is an extremely useful tool in the site design and development process. One of the most important steps in the process is designing a logical navigation path for users to follow through the site. This should be intuitive and reduce the number of clicks to a minimum.

The homepage should provide the “high level” overview of what your company offers. Get to the point and state your message immediately!

Think logically and consider how your users will navigate through the site, then tailor your content to them.

Your users should be able to access any page on the site with no more than three clicks from the homepage. Don't forget that you can add links within a page.

Below is an example, and on the next page is a blank for you to work with.



A website architecture map for _____ Date _____ Version# _____

