

# **Web Site Planning Worksheets**

**Prepared by**

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## Web Site Planning Worksheet

### **Define Website Goals**

1. What is the purpose for your site: What would you like for it to accomplish?
2. What is the site's theme? e.g. image, central marketing ideas, etc.
3. What special features would you like in a site?
4. What is your budget range for this project?
5. How do you plan to promote the website?
6. Do you want to be a presence on the web or do you prefer being competitive and / or dominate?

### **Setup**

1. What is your Domain Address?

2. Additional Domains aliases (i.e. and address that forwards to your primary site)?

3.Site Title:

4. Primary site email address (e.g. infor@yourdomain.com)

5. Additional email addresses needed:

6. Hosting Plan: Do you have a hosting plan or do you need one? If you need one click [here](#).

## **Visitors**

1. Who is your target Market?

2. What does your target market focus on? e.g. usability, service, quality, price etc.

## **Information Formatting**

1. What specific information do you want to provide visitors?

2. What information do we already have available that we want to include in the site? e.g.

brochures, business cards, suppliers etc.

3. What content do we need to provide that we don't have yet, and where will it come from: how will it be created/developed?

4. Do you have any slogans/ statements/taglines that you want to use on this site?

5. What services if any do you want to offer through this site?

6. Do you have a preference for site navigation (e.g. top, side or tabs)?

<u>Common Theme</u>	<u>Subsection/Notes</u>	<u>Content Sources</u>
<u>About Us / Who We Are</u>		
<u>Mission</u>		
<u>Services / Programs</u>		
<u>Products</u>		
<u>Resources</u>		
<u>FAQs</u>		
<u>Testimonials</u>		
<u>Philosophy / Process</u>		
<u>Specials / Discounts</u>		
<u>Newsletter</u>		
<u>Employment</u>		
<u>Staff</u>		
<u>Contact Information</u>		
<u>Site Policies / Privacy</u>		
<u>Clients</u>		
<u>Fundraising</u>		
<u>Site Map</u>		
<u>Community</u>		

<u>Additional Sources</u>	<u>Subsection/Notes</u>	<u>Content Sources</u>

## **Site Features**

Any of the features below can be integrated into your base site. You may need most of them; you may need none of them. Decisions as to what types of features and functionality make sense for your web presence should ultimately be driven by your online goals.

User submit Forms/Surveys:

Search capability:

Flash, video, audio, or other multimedia plug-ins:

Animations/alternating images:

Content Management System:

Message Boards:

Email Newsletter management:

Credit card processing/E-commerce functionality:

Database integration (data collection or dispersal):

Other:

## **Design**

- 1. Do we have an existing logo to be integrated with the site?**
- 2. Do we have any existing materials or artwork (e.g. icons, photographs, designs, etc.) we want to integrate with the site?**
- 3. Do we have an existing color scheme in mind for the site?**
- 4. Examples of other sites that capture elements we like (design, layout, usability, etc.).**
- 5. Any other design-related ideas/themes we have for the site?**

## **Maintenance**

- 1. How often do we anticipate the site will need updating?**
- 2. Are there any particular site sections which will require routine / frequent maintenance (e.g. news, calendar)?**
- 3. Who will be responsible for maintaining this site, what are their capabilities, and how will it be done?**

## **Promotion / Outreach**

1. How can we target our site to reach our desired audience; where will we promote it?

2. What promotional resources are currently available to us?

3. Do we want to use the site to collect visitor email addresses; how will we put this information to use? (e.g. newsletters, updates, alerts, etc.)

4. How can we use the site to keep our visitors connected to our organization or services? Is this something that makes sense for us to do online?

5. How can we use our Internet presence to enhance our business or service model?

**Additional considerations and questions?**

