

Web Woman Design

Web Site Planning Worksheet

(603) 746-6170
info@webwomandesign.com

General Goals

1. What are the goals for your site? Why are you building it?
2. What is the central message you want to convey through the site?
3. What is your “wish list” for what you’d like to have in the site?
4. What is your budget range for this project?
5. What is your target date for the first publishing of the site (understanding that websites are always a work in progress, and the first publishing may not represent a “final” version.)

Setup

1. Do you have a domain name (i.e. YourOrganization.org)? Has it been registered? Where?
2. If not, what domain name(s) have you considered? Have you checked for availability?
3. Do you already have a web hosting service that you wish to retain? If so, please provide access information (site address, passwords, etc) that will allow Web Woman Design to access the site, upload your new/redesigned website, and maintain it.

4. Are there additional Domain aliases? (Other addresses/domains that you own, that should forward to your primary site.)
5. Do you need domain-specific email (i.e. Info@yourdomain.org)? What email addresses will need to be set up?

Design

1. Do you have an existing logo to be integrated with the site?
2. Do you have existing materials or artwork (icons, photographs, designs, etc) that you would like to use on the site?
3. Do you have a color scheme in mind for the site?
4. Examples of other sites that capture elements you like (design, layout, color scheme, etc).
5. Any other design-related ideas/themes that you have in mind for the site?

Maintenance

1. How often do you anticipate the site will need to be updated?
2. Are there any particular site sections that will need routine or frequent updates (i.e. news, calendar).

3. Who will be responsible for providing updates to Web Woman Design? Will all material be funneled through one person, or will numerous people be authorized to provide updates?

Content/Organization

1. What specific information do you want to offer visitors through the site?
2. What information do you already have available that you want to include on the site?
3. What information do you still need to develop for the site? Who will be responsible for developing it? How long will it take?
4. Do you have a specific organizational structure in mind? Please outline on a separate sheet of paper if more room is needed.
5. Do you have a specific navigational structure in mind? (How will visitors find their way around?)
6. Do you have a newsletter you would like to post on the site as a .pdf file? Is your newsletter editor able to save the file as a .pdf? If not, what program is used to create the newsletter?
7. Will most of your content be provided digitally or on paper?
8. How many images/photos, etc. will need to be scanned by Web Woman Design?

What Information will be critical for the Index (the first page a visitor encounters on your site)?

Common themes in websites: Please check the content you feel you may like to have on the site:

- Q About us/Who We Are
 - o Subsections

- Q Mission/Services/Programs
 - o Subsections

- Q Resources (articles, links, etc)
 - o Subsections

- Q FAQs (Frequently Asked Questions)
 - o Subsections

- Q Quotes/Success Stories
 - o Subsections

- Q Philosophy/Process
 - o Subsections

Q Calendar

Q Newsletters

Q Get involved/Contribute/Join

- o Subsections

Q Contact Information

- o Subsections

Q Clients

- o Subsections

Q Staff

- o Subsections

Q Site Directory

Q Other Content

Can any of the above content areas be combined on the same page(s)?

Other comments/issues/concerns