

# WEBSITE PLANNING WORKSHEET

Date: \_\_\_\_\_

Building a website is like building a house. You wouldn't build a house without detailed floorplans, so you also shouldn't build a website without a detailed plan and sitemap. Thorough planning is the most important thing you can do to make a new website or re-design successful.

Here are some critical questions to kick off your website planning:

**Company Name:** \_\_\_\_\_

**Domain Name:** \_\_\_\_\_

**Estimated Project Budget:** \_\_\_\_\_

## 1. Website Purpose

- What do you want your website to do? What are your goals?
  - Increasing sales?
  - Generating leads/inquiries?
  - Building your brand?
  - Educating/providing info?
  - Validation?

### Make your goals SMART:

- Specific
- Measurable
- Attainable
- Relevant
- Timely

- How will your website help your customers?

- How do you want to be perceived?

## 2. Who Are You?

- Why does your business exist? (Provide a mission statement, if you have one)
- How did your business get started? Why are you doing what you're doing?
- What does your business do? What are your products/services?

## 3. Unique Value

- Who are your top competitors?
- What makes you different? Why should your customers choose you?  
(Hint: it's not "great customer service." Everyone says that. Dig deeper.)
- What are the unique benefits of your products/services?

## 4. Target Market

- Who is your ideal customer?  
(Hint: it's not "everyone who will buy from you. Think about who you can help with your product/service)
- What do they want? What are their goals when they come to your website?
- What are their biggest challenges? What keeps them up at night?

## 5. Calls to Action

- What actions do you want visitors to take on your website? Why?
- (If applicable) What are your current visitors doing/not doing on your website?

## 6. Current Website

- Do you have an existing website? If so, what do you like about it?
- What are your biggest frustrations with it?

## 7. Design

- Do you have an existing logo?
- Do you have high resolution imagery?
- Do you have specific colors you want/need to use?
  - Colors to avoid?
- Which websites do you like? Why?
- Are there any you dislike? Why?

## 8. Content

- Do you have existing content you want to use (copy, images, videos, audio, etc.?)
- Are there specific products/services or messaging you want to highlight?
- Do you have testimonials/case studies?
- How do customers talk about your business? What keywords would they search for?
- What is your tone of voice? Or are there specific words or phrases you use?
- What do visitors need to know about your products/services to get them to take action?

## 9. Functionality

- Are there any special site elements/features you want?
  - E-commerce
  - Photo gallery
  - Tools/calculators
  - Member access/login portal
  - Blog
- Do you have a preference for navigation style? (horizontal or vertical, dropdowns, etc.)
- Do you want a Content Management System (CMS) like Wordpress for example?

## 10. Expectations

- How would you define success for this website project?
- What are your key concerns/frustrations about the website process you'd like to avoid?
- What is your preferred method/frequency for communication?
- Do you have an ideal date for completion of this project? Or are there any significant dates or events driving completion of the site?
- What assets or input does your designer need from you throughout this project?

## 11. Domain & Site Access

- **Domain name: www.\_\_\_\_\_**
  - New or existing?
  - Registrar
  - Username/Password
  - Any domain aliases?
- **Hosting**
  - Current webhost name/phone #
  - If none, current FTP hostname/username/password
- **CMS (Wordpress, or similar)**
  - Username/password
- **Google Analytics**
  - Username/password
- **Databases:**

## 12. Sitemap

After answering all these questions, you and your web designer should be able to draft a sitemap for your new website. The sitemap is like a scope of work for a website project - it defines the size of the project and represents all the pages and key elements on the site. This allows everyone to see and agree to the overall organization for the site.

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