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: Richard A Glupker

1) Purpose of creating or re-designing your website: To share some of my work during this class period as well as some of my work experience.

2) Describe what you want the site to do or what the company does: The site lists various projects done during the web front end certification courses and various projects which I've completed.

3) What are your goals for creating or revamping a website? To share the skills, I've gained during this course as well as highlight some of my current working projects.

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

1. Creative
2. Modern
3. Responsive
4. Adaptable
5. Quick

5) Competitors: As a somewhat seasoned web developer, my competitors tend to be the younger generations and anyone with much stronger dev skills. Services which automate web services. What sets me apart is experience, the ability to adapt and years of experience.

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 **Pro:** the ability to order and compare any product, their fast shipping.	Smiles.amazon.com

Con: their search options have changed so that search results numbers change based on sorting options. **Suggestion:** bring back the old search and sorting options so they don't affect actual result numbers.	
2. ebay **Pro:** I like collecting and this is my #1 source for it. **con:** # the inability to use the site the same way as the app. **suggestion:** various behaviors like the ability to request shipping totals and connect to sellers should be the same across both the mobile and desktop site.	ebay.com
3. cnn.com **Pro:** I like their ability to communicate plainly while still sharing complex information. **Con:** web wise, not sure they need to change anything. Their site functionality tends to be consistent. **Suggestion:** more straight reporting and less opinion-based pieces.	cnn.com
4. **audible.com** **Pro:** love listening to audio books since I spend most of my day looking at a screen. **Con:** the site and app/mobile site don't match in terms of the ability to purchase books and other functionality. **Suggestion:** allow users to have the same experience in the mobile and desktop version of the site.	audible.com
5. Discogs	discogs.com

Pro: I collect vinyl records, and this is one of my go to resources. I like their ability and encouragement for community input and interaction. **Con:** the mobile site is very cramped and doesn't lend itself to the more visual needs for anyone who is a collector. More regulations in how images are uploaded. **Suggestion:** force the system to make images consistent and be more selective about what content is displayed or how the site is laid out while in a mobile device.	

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. montgomerycollege.edu **con:** the site can be confusing and sometimes links don't always a match, specifically when trying to register or pay for course. **pro:** the front page and navigation are helpful. The education is affordable and great.	https://www.montgomerycollege.edu/
2. climate.gov **con:** the site isn't responsive and use of space isn't optimal for sharing the great content within the site. **pro:** the content is trustworthy peer reviewed information which can be used across the nation and the world to mitigate climate change.	https://www.climate.gov
3. beyondvinyl.co.uk **con:** the site isn't consistent and is often down.	http://beyondvinyl.co.uk/

pro: the ability to eventually purchase vinyl records from across the pond.	
4. wba-listcommunity.com **con:** a very plain site which is meant to represent a very creative and innovative industry. **pro:** the ability to share your thoughts and potentially influence how movies are marketed and sold.	https://www.wba-listcommunity.com
5. burningtheground.net **con:** the site isn't optimal when it relates to design. This site could have been created in 1997. **pro:** incredible effort in creating very high resolution audio for records which can't be easily found.	https://burningtheground.net/

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. Creative
2. Responsive
3. Flexible
4. Resourceful
5. Current
6. Web technologies generalist
7. knowledgeable in various kinds of CM systems
8. The ability to interpret everyday needs to fully developed websites
9. Fluent in two languages
10. Familiarity with multiple dev platforms and services

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

My best quality and skills are being able to adapt to the needs of any

project, to interpret ideas into online concepts. Also a pro on various tools including the entire adobe suite as well as web concepts.

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

I don't generally want visits to this site because I'm happily employed. If I did want to create a more complex example of my skills and experience, I would probably use a different format and leverage something like a CMS or other online tool which would make it easier for me to update the site. I'd rather use my time and bulk of effort on my client's projets.

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.

If I wanted to share this site, I'd probably use it as a reference point with anyone who is interested in working with me. I don't generally want to encourage random visitors or projects because I have a full-time job and various other projects which limit my ability to work on other projects.

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

Maybe not other people but search engines, I might ultimately make the site private so it doesn't show up in search results.

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

A majority of the persons I've worked with tend to be average in terms of their technical knowledge. What I do find is that most of my project leads tend to know what they want and that is usually enough to start the building process.

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

I would imagine they would be interested in seeing examples of my work, in that case, I'd probably be most interested in listing current projects and not so much single examples of code.

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

I don't want the site to be popular at all. I don't think I'd be using this site outside of its intended use for this series of courses and as a resource for what I've learned.

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?

My final site would include contact information as well as a contact form. It would include live chat, social media accounts, project lead testimonials, some educational material or "how tos", links to professional memberships, and FAQs.These would all help in terms of SEO, the ability for users to reach me anywhere and to view examples of my work, as well as final outcome and client experiences.

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.

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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? Live chat

How will they serve your business? Being online lends itself to fast
communication and this would allow me to connect with potential clients
immediately.

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?

For this purpose, I have enough content, a future version of this site would require more content and images.

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?

If I wasn't employed, I would heavily focus on the web/graphic design community, on creating useful content for potential clients. Anyone can provide services but that isn't enough to differentiate yourself from the many other designers and web developers as well as search engines.

What are your resources? More schooling, but also leveraging my own experience in the field. There is also a vast community of resources and online training.

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?

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

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

What is your target start date? April 15th, 2019
What is your target completion date? April 30th, 2019

20) Technical Skills:

1. Do you plan to make frequent or significant changes to your site?
Yes, but not on this platform.

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?
I can make those changes myself

3. Have you budgeted for the service?
No

21.) Responsive Web Design Framework (RWD)

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

2. What Framework have you selected –
Boostrap

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