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:

Quality and Business Management Consultants, LLC (QBMC)

1) Purpose of creating or re-designing your website:

To establish web presence for newly formed quality and business management consulting company (QBMC)
_____
_____
_____

2) Describe what you want the site to do or what the company does:

I want the site to connect with small and medium sized companies in all lines of business with emphasize on technology organizations. QBMC helps these companies establish and improve processes (business and technical) to meet organizational goals and objectives.

QBMC is particularly adept at developing processes and practices that meet quality management industry standards and best practices (i.e., ISO 9001, ISO 20001, ISO 27000, ITIL, CMMI DEV, and CMMI SVC). The company differentiates itself in this regard. It implements practices that are squarely aligned with business goals and objectives using proven business process methodologies such as Lean Six Sigma. That is, it goes beyond focusing on mere compliance to standards and into practical value-adding processes that comply.
_____
_____

3) What are your goals for creating or revamping a website?

These are my goals:
- Apply knowledge/lessons from classes to build the site
- Learn how to apply Frameworks
- Use website as basis to build my business ("have some fun in "retirement")

_____
_____
_____

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

1. Ethical_____
2. Practical_____
3. Cost-conscious_____
4. Collaborative_____
5. Customer-focused_____

5) Competitors: Who's your competition? List their company names, web addresses, and a description of what they do.

All companies that provide quality consulting services with special emphasis of those that also provide certification services.
_____
_____
_____
_____
_____

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. Broardsword Consulting (innovative in field and always has up-to-date industry information – available on all platforms). This site is emblematic of other sites I like.	https://broadswordsolutions.com/
2. Richard Rush Quality Management Consulting (clean and straight-forward small business)	http://qualitymanagementconsulting.com/
3.	
4.	
5.	

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. ProcessQM, LLC (too dense, noisy, and "flashy". Imagines/scenes move across screen too quickly and don't add real value to the services provided)	http://www.processqm.com/
2.	
3.	
4.	
5.	

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.Practical development of processes and practices for these standards:
- ISO 9001 Certification
- ISO 20001 Certification
- ISO 27001 Certification
- ITIL
- CMMI – DEV
- CMMI – SVC

2.Lean Six Sigma _____

3.Electronics Engineering _____

4.Business Administration_____

5.Data Analytics_____

6.Leadership _____

7.Problem-solving_____

8.Process Improvement _____

9.Team Development _____

10.Business Development / Proposal Development

_____

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

Goes beyond focusing on mere compliance to standards and into practical value-adding processes that comply. Able to integrate business and technical processes to meet goals and objectives._____
_____
_____
_____

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

Their business is in trouble (i.e., financial, customer / product quality issues) or they need certifications to bid Government contracts. They'll find easy to understand skills capable of providing straight-forward solutions.
_____
_____
_____
_____

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.

Diverse group of busy middle-level managers executives. This includes new businesses. _____

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

Other consultants who want partnership.
_____
_____
_____
_____
_____

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

Very._____
_____
_____
_____

_____
_____

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

Definitely. Especially initially.
_____
_____
_____
_____

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

Unsure of how estimate this.
_____
_____
_____
_____
_____

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?

About Us, Contact, Forum, Capabilities / Services, Clients, Why us
_____
_____
_____
_____

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 thantrying to crowd too much onto any one page.

_____
_____
_____
_____
_____
_____
_____

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?

_____

How will they serve your business?

_____

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?

_____
_____
_____
_____

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?

_____
The whole thing. I plan to focus on personal networking andproviding services._____

_____
_____

What are your resources?

_____
Will create budget from personal finances.

_____
_____

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? _For the business? October 2021.
_____

What is your target completion date? _____

20) Technical Skills:

    1. Do you plan to make frequent or significant changes to your site?

    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?

    3. Have you budgeted for the service?

21.) Responsive Web Design Framework (RWD)

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

2. What Framework have you selected -

_____