# 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: A. Siegel's ePortfolio

**1) Purpose of creating or re-designing your website:**
Display the knowledge and skills I have learned completing the Front-End Web Development Certification.

**2) Describe what you want the site to do or what the company does:**
Using either the bootstrap or W3Schools frameworks, convey to potential clients information about myself. Describe my goals in pursuing a career in web development. Finally, provide links to completed coursework.

**3) What are your goals for creating or revamping a website?**
Create a website that provides a practical demonstration of the skills learned throughout the certification process, using UX/UI best practices.

**4) Qualities you want to convey:** List at least five adjectives that describe your company:
1. Task-Oriented
2. Value
3. Quality
4. Aesthetic
5. Hard-working

**5) Competitors:** Who is your competition? List their company names, web addresses, and a description of what they do.
Other web developers

**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. Twitter | https://www.twitter.com |
| Likes: Created the Bootstrap Framework, Good Aesthetic design Dislikes: Slow to roll our sitewide improvements | |
| 2. Wikipedia | https://www.wikipedia.org |
| Likes: Provides organized information using the Mediawiki framework Dislikes: Basic aesthetics | |

| 3. GitHub | https://www.GitHub.com |
|---|---|
| Likes: Provides, for free, a large repository of code samples<br>Dislikes: Can be difficult to understand if unfamiliar | |
| 4. IMDb | https://www.imdb.com |
| Likes: Provides a searchable database of Films and Television Shows, allows for ratings and user reviews<br>Dislikes: None, effectively organized for best user experience | |
| 5. Stackoverflow | https://www.stackoverflow.com |
| Likes: Excellent forum for programming issues<br>Dislikes: May be difficult to determine the correct answer to a problem | |

**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. Yale University School of Art | http://art.yale.edu |
| Likes: Nothing<br>Dislikes: Everything | |
| 2. Suzanne Collins Books | http://www.suzannecollinsbooks.com/ |
| Likes: Nothing<br>Dislikes: Page design is terrible | |
| 3. MGBD Parts & Services | http://www.roverp6cars.com/ |
| Likes: Has a Navigation sidebar<br>Dislikes: Hard to read | |
| 4. Alfred Sung | http://www.alfredsung.com/products |
| Likes: font choice<br>Dislikes: Terrible navigation | |
| 5. Ling's Cars | https://www.lingscars.com/ |
| Likes: Colorful<br>Dislikes: TOO colorful, too much motion | |

**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. Task-Oriented
2. Hard-Working
3. Disciplined
4. Flexible
5. Organized
6. Independent

7. Communicative
8. Energetic
9. Efficient
10. Professional

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

Single Point-of-Contact for everything, eager to develop professional bona fides, value, willingness to work all hours, and capable of explaining concepts to a non-technical audience.

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

Small businesses will locate this site as an effective demonstration of professional skills

**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.

Small and Local business owners looking to upgrade their site's presentation and improve user retention.

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

Larger businesses looking to hire a front-end developer

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

Low to medium level of technical understanding

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

To ensure that visitors will effectively browse the site, I will use best practices and designing for mobile first presentation.

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

I do not need the site to be very popular.  The site will be considered a success if a visitor decides to retain my services after viewing.

**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?

I may decide to include a contact form for potential clients.

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.

**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).

_X_ *home/index
_X_ *about page
_X_ *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? None

How will they serve your business?
Emphasis on minimalism allows visitors to quickly load pages and discover
pertinent information

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?
I will add additional content, such as potential employers

**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?
I will need to develop a web presence

What are your resources?

N/A

**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. 90% ready

2. Do you have all the content you need, including text, media, and graphic elements like a logo? Is it in good shape? Will need to create/design a logo

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

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

What is your target start date? Immediately

What is your target completion date? Middle of June

**20) Technical Skills:**

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

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 am confident in my skills

3. Have you budgeted for the service? Yes

**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 -

   HTML with bootstrap