

WEBSITE PLANNER

Fill the spaces with your answers to the questions. If you need more space, use the reverse of the page or, if you have a lot of information, add extra pages.

YOUR WEBSITE GOALS

What are the general goals and aims of your website?



TARGET MARKET

Who is your website for? Think of the kind of people who will be interested in your website



What do these people have in common?



TARGET MARKET (continued)

What do you think they might want to see on your website?

COMPETITOR'S WEBSITES

You will need to identify any websites that could be considered a 'competitor'. A 'competitor' is a company / service with the same target group as your website.

Make a list of any competitors' websites you might know about. Have a search on Google to see if there are others you might not know about.

The next page has questions to be answered for each competitor you have thought about:

You will need to make as many copies as necessary and insert in this planner:

WORD LIST FOR SEARCH ENGINES (Google, etc.)

Make a list of words or phrases you think your target market might use to find your website:

Ask other people involved in your organisation who, currently, have contact with your proposed target group about any words or phrases they might use which are not contained in section above. Make a list, below, of any such words:

If your list is too long (wieldy), try to group them into relevant groups. These group lists can be attached to individual WebPages. Visitors can enter your site at any page, it doesn't have to be your home page!.

KEYWORD LIST FOR SEARCH ENGINE (contd.)

Review your list of keywords here when your site is up and running and will be given a free set of statistics monthly so that you can analyse keywords used and their effectiveness.



SPONSORSHIP

Who are you thinking of approaching as sponsors / advertisers of your site?.



LIST OF POTENTIAL WEBSITE TOPICS

Tick any items you may wish to include in your site. Add any more that may be relevant to your site (some blank spaces left).

<input type="checkbox"/> Welcome Page (Home)	<input type="checkbox"/> Reply Form / Request Info.
<input type="checkbox"/> Client List (& links)	<input type="checkbox"/> Discussion Forum
<input type="checkbox"/> Mission Statement	<input type="checkbox"/> Newsletter and Archives
<input type="checkbox"/> Product / Service Information	<input type="checkbox"/> Links to related sites / exchanges
<input type="checkbox"/>	<input type="checkbox"/> Industry related resources
<input type="checkbox"/> Service Support	<input type="checkbox"/> Locations / Contact Info.
<input type="checkbox"/> Frequently Asked Questions	<input type="checkbox"/>
<input type="checkbox"/> Order Form	<input type="checkbox"/> Site search page
<input type="checkbox"/> Special / Seasonal Promotions	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/> Printable items
<input type="checkbox"/> Audio/Video items	<input type="checkbox"/>
<input type="checkbox"/> Website Sponsor Adverts	<input type="checkbox"/>
<input type="checkbox"/> Promotions / Specials / Contests	<input type="checkbox"/>
<input type="checkbox"/> News / Press Releases	<input type="checkbox"/>
<input type="checkbox"/> Brand Name Development	<input type="checkbox"/> Map / directions

DEADLINES

Have you a deadline when you would like the site up and running?

POSSIBLE DATE

BUDGET

What are the extra costs involved ?

BUDGET

Have you worked out how much you could spend on a site (consider membership subscription / sponsorship / sales)?

DIRECT

Phone calls to check out sponsorship / find links / establish links.

INDIRECT

Updating business stationery etc.

Establish links to suitable directories (sort of online Yellow pages). Don't forget that some may charge.

MAINTENANCE / DEVELOPMENT

Plan for the maintenance / updating of site. This is normally a monthly charge depending on how much work is required – your web designer will quote for this.

ANYTHING ELSE

When filling in this website planner – something might be important to you which hasn't been mentioned. (For example – one client needed to have a particular shade of purple). Do you have a logo which you would use (For example – Canine Therapy Centre uses "Woofy" an Airedale cartoon character)

Best of luck filling this in – experience shows that it does help clients focus a bit more on what is needed!