

# “Planning Your Website” Worksheet

[www.rustypineapple.com](http://www.rustypineapple.com)

Name:

Company Name:

Email Address:

Current web address, if any:

## Goals

What is the mission or purpose of your business or organization?

Approximately how many pages/sections will your website have?

Who will be responsible for maintaining the website or providing new content?

Do you have a tagline?

If so, what is it?

What is the purpose of your web site?

What do you intend to accomplish with it?

Do you want people to: (yes or no as applicable)

Learn more about your business or organization?

Hire you to perform a service?

Buy products from you?

Join your organization?

Communicate with you?

Become part of an online community?

Other:

### **Target Audience / Community**

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want? (yes or no as applicable)

Information about a topic?

Information about your products, services or organization?

To be entertained?

To comparison shop or to buy a product?

To connect with others of similar interests?

Other:

### **Image & Style**

The visual metaphors, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

**What IMAGE do you want to project?** (circle as many as apply)

Traditional / Contemporary / Conservative / Cutting edge / Formal /  
Casual / Serious / Friendly / Corporate / Personal / Expensive / Affordable?

**What STYLE do you want to communicate?** (circle as many as apply)

Serene / Spiritual / Powerful / Professional / Hip / Classic / Elegant /

Funky / Ethnic / Natural / Organic / High tech / Frivolous / Fun

Flashy / Muted / Soft / Playful / Down to earth / Mellow /

Comforting / Romantic / Sensual / Authoritative / Delicate / Energetic

Historical / Festive / Fanciful

Other:

Do you have any existing graphic or promotional materials? Yes No

Do you have a logo? Yes No

Do you have photos that you wish to use on the web site? Yes No

## **Content**

Do you have an outline of the content for your site? Yes No

Is the content written? Yes No It's in process

Do you need help in developing, writing and/or editing the content for your web site? Yes No

If your site outline is done, how many sections do you have, and about how many pages in each section? (One web page equals approximately one 8 1/2 by 11 sheet of paper with double spaced type.)

If you are selling products, how many will be on your site?

What keywords would someone type into a search engine to find you?

## Functionality

What special functions will you need for your web site? (check as many as apply)

Mailing list for email newsletters / Mailing list discussion group / Message board

Blog / Contact, subscription, survey or feedback forms / Shopping cart /

Merchant account / Password protection for certain pages / Site search engine E-cards

Music clips / Video clips

Other:

## Promotion

Do you have a **marketing/promotion plan** for your web site? Yes No In process

We can help you develop one, or give you lots of ideas on doing it yourself.

Do you have **plans for updating the content** of your site or for an email newsletter?

Yes No

(Regularly updating the content of your site gives visitors a reason to return.)

## Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your web site to be **launched**?

Have you registered a **domain name**? Yes No

If you have, what is it?

If not, we can register a name for you.

Have you decided on a **hosting company**? Yes No

If not, please consider our hosting plan.

Do you plan to **maintain and update** your own site? Yes No Maybe

Would you like us to do that for you? Yes No Maybe

### **Other Web Sites**

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

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