



# A guide to **Planning your website**

# Planning your website

## The Website Worksheet

This worksheet can help you to lay a solid foundation for your web site. It will help define your goals along with setting guidelines to make sure your website is complete and useful for your visitors. If you don't know an answer or feel like it doesn't apply to you, then simply leave it blank. If you have any questions, please call and I'll be happy to help you.

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Post code \_\_\_\_\_

How would you like us to contact you?

- Business Phone
- Home Phone
- Mobile Phone
- E-Mail

Description of your business.  
(One Paragraph)

Description of services.  
(Separated by commas)

*Example: Pizza, Restaurant, Take Out, Salads, Italian, Entrees, Pasta, etc.*

What is your "Motto"  
or "Slogan"?

- Do you want people to:
- Learn more about your business or organization?
  - Hire you to perform a service?
  - Buy products from you?
  - Other

Who is your target audience or community?

*Examples: Age Group, Gender, Interests, Locality, Areas Served*

### Image & Style

The visual appearance, 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?

- |  |   |
|--|---|
| <input type="checkbox"/> Traditional / Classic | <input type="checkbox"/> Retro / "50's Style"   |
| <input type="checkbox"/> Contemporary          | <input type="checkbox"/> Feminine / Flowery     |
| <input type="checkbox"/> Corporate / Business  | <input type="checkbox"/> Nostalgic / Historical |
| <input type="checkbox"/> High Tech             |   |
| <input type="checkbox"/> Other                 |   |

What mood do you want to project?

- |  |   |
|--|---|
| <input type="checkbox"/> Traditional / Classic | <input type="checkbox"/> Retro / "50's Style"   |
| <input type="checkbox"/> Contemporary          | <input type="checkbox"/> Feminine / Flowery     |
| <input type="checkbox"/> Corporate / Business  | <input type="checkbox"/> Nostalgic / Historical |
| <input type="checkbox"/> High Tech             |   |
| <input type="checkbox"/> Other                 |   |

- |  |   |
|--|---|
| <input type="checkbox"/> Serene / Peaceful | <input type="checkbox"/> Happy / Smiley       |
| <input type="checkbox"/> Professional      | <input type="checkbox"/> Energetic / "Moving" |
| <input type="checkbox"/> Fun / Exciting    | <input type="checkbox"/> Mysterious           |
| <input type="checkbox"/> Comforting        |   |
| <input type="checkbox"/> Other             |   |

Do you have a colour colour scheme for your business?  YES  NO

*(If YES, what are your main colours? Please include Pantone and web colours if you know them)*

## Logo

Do you have a logo?  YES  NO

Do you have photos that you'd like to use on your website?  YES  NO

Do you have existing graphics or promotional material that you'd like to use on your website?  YES  NO

If you answer 'YES' to any of the logo questions, please provide your logos and artwork in digital format along with your submitted "Website Planning Worksheet". Logos, brochures etc. can be obtained from the company that designed them. They should be happy to help you since you've already paid them for the design.

If you answer 'NO' to any of these questions I can create graphics and a corporate colour scheme for you and help with sourcing appropriate photographs. Extra fees may apply.

*Please let me know if you need assistance delivering your files.*

## websites you like

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.

Regarding your budget (if applicable) is it your intention to create:

- a basic informational website
- a professional website with custom design and programming
- other (please explain)

## Website Content and Pages

What pages would you like on your site? Indicate the pages you would like on your site using the suggested page titles below. The page titles can be whatever you want. The titles listed below are only to get you started. Remember that it is best to keep only one topic per page. You may also want to consider the how often this information will need to be updated. To help you maintain your site easily we can build in a Content Management System (CMS). Be sure to ask about this if you are interested in updating the site yourself.

### Most sites include these pages:

- About Us / Bio (Who You Are)       Our Services (What You Do)
- Our Products (What You Sell)       Portfolio (How You Do It)
- Directions / Contact Us (Where You Are)

### You may also wish to include some of these (optional)

- Calendar of Events       What's New       Request Information
- Frequently Asked Questions       Helpful Links       Customer Testimonials
- Our Team       Photo Gallery       News
- Media / Press       Guestbook       Blog
- Order Page       Other:       Other:
- Other:

*Keep in mind that some of these pages will require regular or frequent updating, such as the Calendar and/or Blog.*

*Some of these pages may also require website editing software in order to make updates to the content regularly. For example, a Photo Gallery will usually have the ability for a site admin to up-load new photos via a web browser using the CMS features built into the site.*

*CMS and frequent updates to pages can make the overall price of your website increase. But most people feel that the initial investment is well worth the money saved over the life of the site.*

On the worksheets that follow, I ask you to provide a short description for each page and what you want the page button to say.

Worksheets are provided for the common pages (listed above): Who You Are, What You Do, What You Sell, How You Do It, and Where You Are.

Use the "Generic Page Worksheet" (p.10) to describe and provide information on any of the optional pages from the list above (optional)

### How often do you want the information on the pages to update?

- Daily       Weekly
- Monthly       Quarterly
- Annually       Never / Not Applicable

*Frequent page updates are a great way to move up in search results. Search engines rank pages higher if they are updated regularly. Most consumers now expect websites to change frequently.*

### Will you need assistance with content management or do you have capabilities in-house to maintain the content updates of your website?

- I will need help maintaining the site content and making site updates regularly
- I would like to learn more about a content management system that would allow me to update the site on my own
- I have the capabilities in-house to edit the html coding and graphics and do not need assistance with this

## Who You Are Page

(Please read this before continuing) Do the best you can with explaining to us what you do. We will take care of the spelling and grammar. Just be sure to include everything your customers need to know. Remember that these examples below are guidelines and your business may have unique requirements. If our example doesn't apply, then simply just fill in the description of that page. If you need extra space, scribble on the back or if you want to use a word processor and send us a separate file, that is fine too.

### Who You Are Page

This page is usually a summary of your business. It is an introduction to allow the reader to make a decision to stay on your site.

Button

*Examples: Home, About Us, Introduction, History, Our Business, Welcome*

Content

*Example: Our team at Glenda's Gardens aims to offer you the highest quality and best service in town. We stock a huge range of allotment tools and supplies. Come visit us to learn about our products and we can easily point you in the right direction based on what suits your needs.*

## What You Do Page

This page is an explanation of what your business provides for your customers. Make sure you list everything you do.

Button

*Example: Services, Products, landscape work, retail, home improvement*

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here  
if you would like to  
hire custom writing  
on this page

Yes.

I need to hire  
custom writing.

If you checked  
“Yes” above, then  
please specify (in the  
box to the right) a  
basic idea or outline  
of the “Content”  
to be created.  
Additional fees may  
apply if you require  
custom writing

*Example: Does a hand-laid cobblestone walkway leading up to a beautiful natural pond sound exciting to you? Whatever your landscaping needs are, Glenda’s Gardens can provide the service with a dedication to quality and unmatched creativity to make the garden of your dreams a reality. Our mission is to make your outdoors a place you’ll love spending time in. Our services include:*

- Lawns & ponds*
- Natural stone walkways*
- Exotic plantings*
- Decking*

*Free Estimates Provided!*

## What You Sell Page

This page is an explanation of what you offer your customers. Make sure you list all the brands you sell and/or vendors you work with..

Button

*Example: Services, Products, landscape work, garden design, retail, home improvement*

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page

Yes.

I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created. Additional fees may apply if you require custom writing

*Example: A variety of exciting and motivating classes are offered with highly qualified instructors, which run throughout the day. We have created an eclectic group of classes to provide something for everyone. As always, you are encouraged to try something new. These classes include:*

- *Tai Chi*
- *Pilates*
- *Yoga*
- *Kung Fu*
- *First Aid*



## How You Do It Page

This page is an explanation of what you have done for your customers. This can be a few pictures of before and after work, work completed, or step-by-step process on how it's done.

Button

*Examples: Gallery, Projects, The Shop, The Garage, The Restaurant, Our Team, The Facility, Portfolio*

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page

Yes. I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created. Additional fees may apply if you require custom writing

*Here are a few projects that will show you some of our capabilities. You may click on a picture to view them individually. Also, once you are in the projects gallery, you may move your mouse pointer to the right or left to browse through pictures with detailed descriptions. Keep checking back with us for more creative machine work. Enjoy the show!*

*Below is a list of our machinery and precision measuring equipment. We take pride in showing you our capabilities so you have a better understanding of how we turn your project into a quality finished product.*

*We also have many other general support machines such as Surface Grinders, Milling Machines, Bench Grinders, Manual Lathes, etc. We use Cadway Computer Aided Design Software.*



## Where You Are Page

This page is dedicated to your location and other vital information which includes hours of operation along with what you accept for payment. Provide all of your contact information (if different from above) along with your new email addresses. If needed, add any special instructions to get to your business if you share a facility or are in a complex.

Button

*Examples: Directions, Contact Us, Visit Us, Location, Map Link*

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page

 Yes.

I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created. Additional fees may apply if you require custom writing

*Example: We are conveniently located in the East Greenwater Centre across from Books for Cooks. Our store is in the Waterfall building. We share the Blue Sky entrance, we are on the ground floor towards the rear of the building.*

*Glenda's Gardens  
East Greenwater Centre  
Ground Floor, Waterfall Building  
East Greenwater EG1 4UA*

*service@gledasgardens.co.uk  
glenda@gledasgardens.co.uk  
glen@gledasgardens.co.uk*



## Generic Page Worksheet

Use this worksheet for any additional pages needed for your website that are not included with the previous worksheets. Make as many copies of this sheet as necessary.

Button

*Examples: Directions, Contact Us, Visit Us, Location, Map Link*

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let me know by checking the box in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here  
if you would like to  
hire custom writing  
on this page

Yes.

I need to hire  
custom writing.

If you checked  
“Yes” above, then  
please specify (in the  
box to the right) a  
basic idea or outline  
of the “Content”  
to be created.  
Additional fees may  
apply if you require  
custom writing



## Final Checklist and Delivering Your Content

When you have completed these worksheets, the next step is to send us everything you have for your site. You may deliver your worksheets and content easily by faxing your worksheets to: 020 8316 4185. Then simply email your content and required photos, logos or any other necessary documents to us.

When sending files electronically, create one email for each page and attach the photos, art, logos, and page text content for that page. You may send your text as MS Word documents. To give you an idea on the length of text, a typical web site page will be no more than a single A4 page in Word in 12/13pt text.

- Completed this Website Planning Worksheet
- Gathered all photos, logos, artwork
- Page content text has been saved as individual les (MS Word format), using the page title for the filename (one doc per website page) .
- Email each page with attached photos and artwork (if applicable), one page per email message, to: les@weborizon.com

### Sending files electronically

email: [studio@pinsentdesign.com](mailto:studio@pinsentdesign.com)

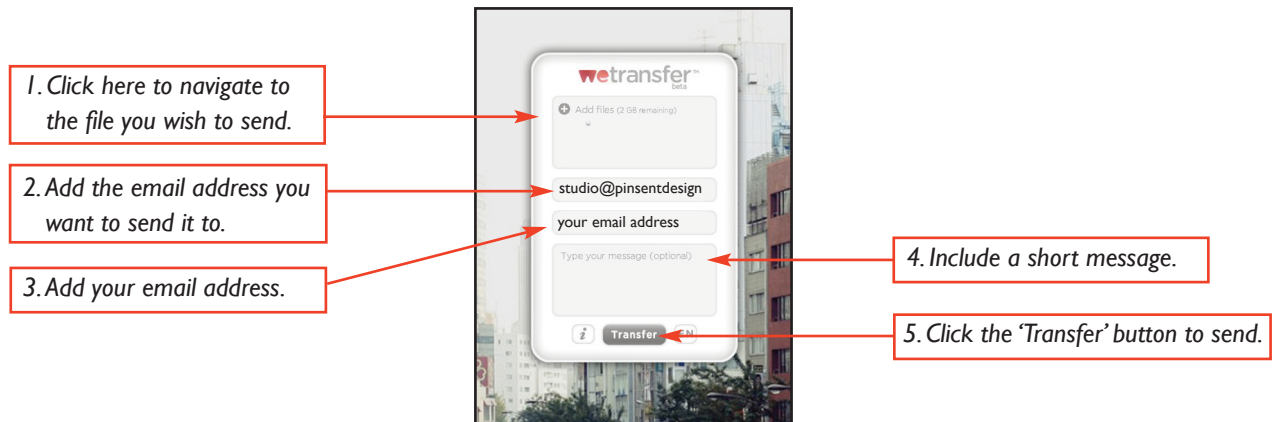
Create a separate email for each page of your site

Attach all necessary text files, photos, art and logos to each email message

or

send everything in a zipped archive file using the free service [www.wetransfer.com](http://www.wetransfer.com)

It's very easy to use this service to send files up to 2Gb in size:



# A website architecture map

This an extremely useful tool in the site design and development process. One of the most important steps in the process is designing a logical navigation paths for users to follow through the site. This should be intuitive and reduce the number of clicks to a minimum.

The homepage should provide the “high level” overview of what your company offers. Get to the point and state your message immediately!

Think logically and consider how your users will navigate through the site, then tailor your content to them.

Your users should be able to access any page on the site with no more than three clicks from the homepage. Don't forget that you can add links within a page.

I always prepare a website architecture map to help my clients visualize the site before I build it.

Below is an example, and on the next page is a blank for you to work with.

