

Website Planning Worksheet

What is the goal of the site in general?

i.e. provide information, generate leads, sell products

Who is the target audience?

How will the target audience know you exist?

Describe the site you envision. What qualities do you want the design to convey?

What existing materials does the site need to match (logo, business card)?

What are a few sites you really enjoy the look and feel of? Why?

What sites do you dislike? Why?

What is your site plan (what pages will be on your site)?

i.e. about us, contact us, shipping info

If you want to take credit cards, how will you accomplish that?

i.e. PayPal, via a merchant account

What technical features do you need?

i.e. to edit the text myself, to sell gift certificates, a contact form

When do you want to have the site completed by?

What is your budget range for the site?

What are your most important criteria in selecting a designer?

How ready are you to begin? I.E where are you at on:

- Website copy
- Photos
- Domain name
- Hosting (your web designer may have a recommendation)
- Site plan
- Merchant account (if needed)
- Marketing plan