Website Planning Worksheet

Organization Name: __________________________

1. Purpose

Give the most important purpose a "1", next most important a "2" and so on... Leave those blank which do not interest you at all.

___ Promotional to sell a product
___ "Current" to provide extremely up-to-date information, as for newspapers' sites
___ Informational to share information on a particular topic or hobby
___ Advocacy/persuasive as propaganda to convert you to particular point of view
___ Instructional to teach a unit or course of study;
___ Registrational to register for courses, information, and/or products, accumulate a database of, and simplify communication with, registrants
___ Entertainment!
___ Other ________________________________

2. Site Organization

Please draw your site diagram below and label each page:

Total number of pages decided upon ________________

3. Site and Domain Names

Site Name on Banner: ______________________________

Domain Name It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (http://www.networksolutions.com)

Domain name ____________________________ ___Desired ___Already Registered

4. Banner Graphic

Do you have a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

___ Have Company Logo incorporated in the banner graphic.
___ Have Photo or drawing that will be used for banner graphic.
Typeface preference _______________________________________

Preferred colors in palette _______________________________________

Other ideas _________________________________________________________

5. Navigation System

Select those you will incorporate in your site.

  _Text Links_ from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

  _Left-Side Menus_

  _Top Menus_

  _Right-Side Menus_

  _Text Menu Buttons (rollovers)_

  _Graphics Menu Buttons (rollovers)_

7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

  • **Page titles** which show at top of Web browser only
  • **Top-of-page graphic** based on the design of the banner graphic
  • **Page Title** in larger type. Heading Font Style: ________________
  • **Text.** Body Font Style: ________________
  • **E-mail response link** to the following e-mail address:

  • **Copyright and trademark information** in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here?

8. Photos, Graphics, Animations, Sound, and Video

You must own the copyright to, or have permission from the copyright owner to use any photos or graphics you use on your site.

Which of the following do you intend to add to your site?
_Graphics
_Photos
_Sound
_Animated GIF images
_Flash
_Video clips

9. Response Forms

What is the purpose of your response form?

__ Guestbook for visitors to record comments
__ Request for information
__ Survey of customer preferences

10. Web Hosting Service

You final website must be posted with a hosting service. You do not need to get this service until the last couple weeks of class. However, you should research and know who that will be now.

Web Hosting Service ________________________________

Phone: ________________________________

E-mail for support or help ________________________________