

# Website Planning Guidebook

This guidebook is intended to help you consider various things related to building your site.

You do not have to complete every section.

## **Website Planning Guide**

**1: What is the purpose of your website?**



**2: Who are your target audience(s)?**



**3: List what you believe your target audience will require or expect from your website**



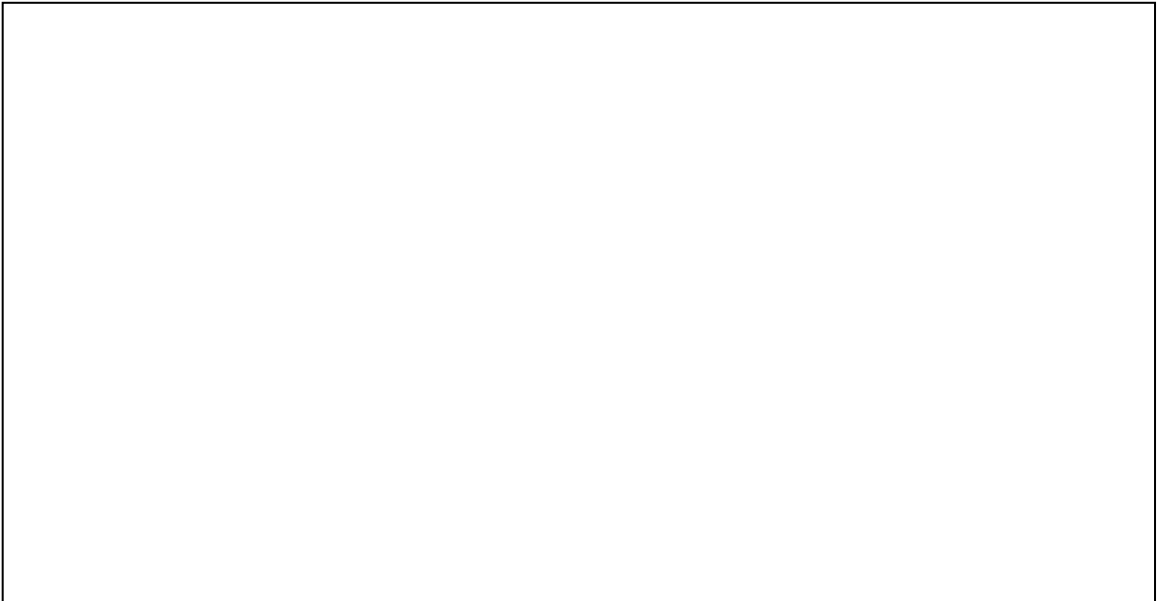
**4: List the items that *you* particularly want on your website**

Are there any particular features that you would like on the website, e.g. a contact form, etc.



## **5: Who are your competitors?**

If you have competitors, what aspects of their websites do you like /dislike?



## **6: Websites that you like.**

If you have websites that you particularly like, list them here to get an idea of a style that you particularly like.



## **7: Do you want to manage your site?**

Do you want to be able to manage your website yourself, such as creating and amending content, add images?

## 8: Website Page Content

Consider what you want to be included in each page. Please continue on a separate sheet.

<b>Page Name</b>	
<b>Page Title</b>	
<b>Page Description</b> <i>Use approximately 20 words</i>	
<b>Page Purpose</b>	
<b>What do you want the visitor to do in this page?</b>	
<b>Content Summary</b>	
<b>Keywords/Phrases</b> <i>What important words are relevant to this page?</i>	

## 9: Website Map

Create a basic list of the main pages of your site, and add extra boxes where to intend to have further pages. If further space is required, please continue on a separate sheet.

