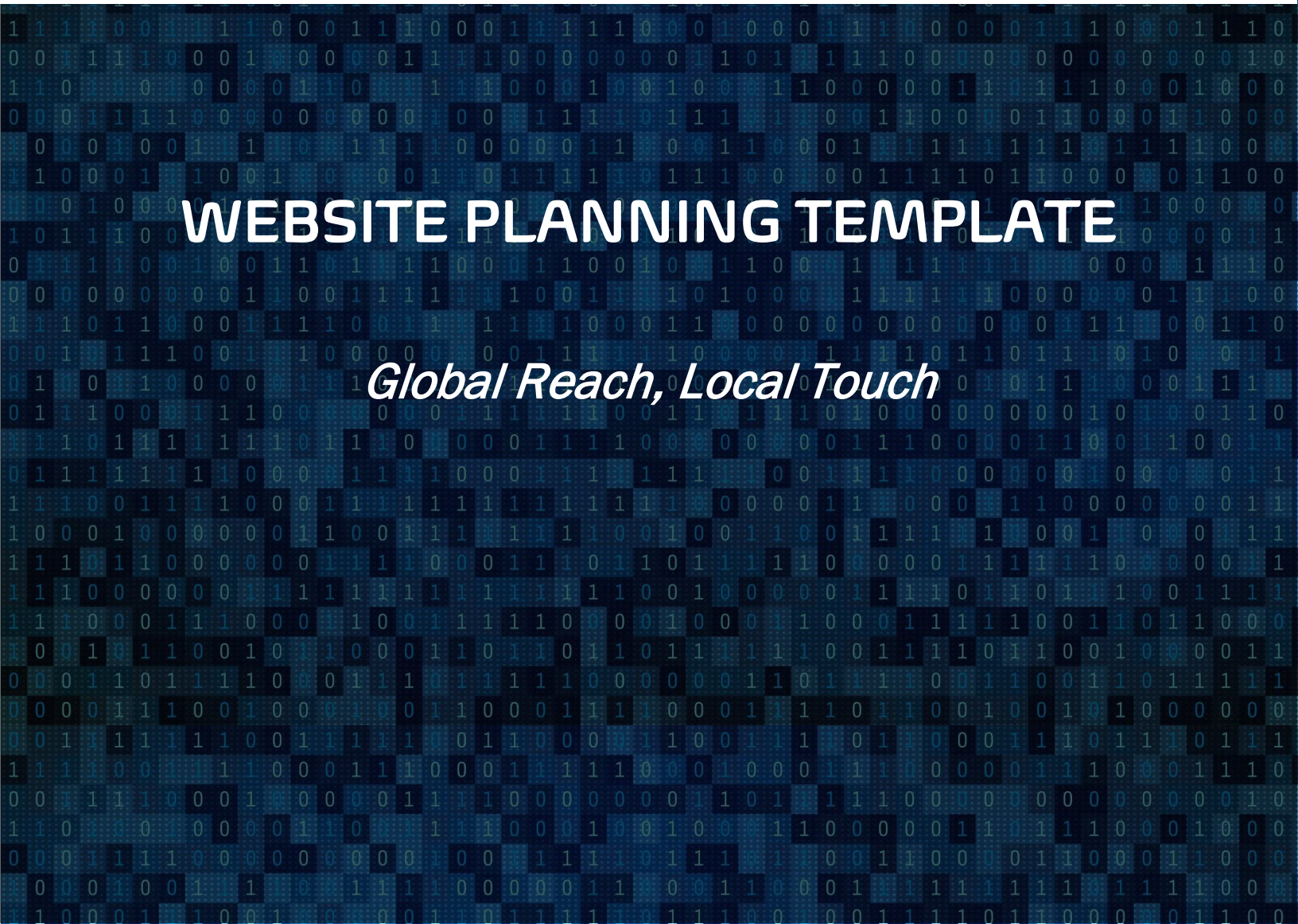




WEBSITE PLANNING TEMPLATE

Global Reach, Local Touch



Overview

MasseyMedia is a small, full-service company specializing in website design & development, SEO Optimization, and social media marketing. We strive to be an industry leader in providing you with the best product and best service.

This website planning template will guide you through each phase of the website planning process including determining the direction, gathering the background research, establishing the desired design & functionality, framing the content & user experience, and verifying the domain set-up & website maintenance. Each phase is broken down into questions which detail what considerations, steps, and decisions are needed. We anticipate as you go through this planning process there will be a lot of unknowns and questions you may have; we would love to help with your website project and answer your questions.

Determine Direction

In order to create a website that delivers expected results, you first need to establish the “why” behind your website project. Determining the purpose of the website will drive a goal-oriented process that will lead to a rewarding outcome.

What is the problem(s) you’re trying to solve? What are the goals you want to achieve?

Are there current business changes happening in your company that will affect this project? If yes, what are those changes?

(For example, is the new website part of a larger project? Is there a shift in your services or product offerings?)

In your company, who will need to be involved in the project? How will each person be involved? Who’s the final decision maker?

When would you like this website project to be completed?

Research

Providing an analysis of your company's background and information provides an understanding of how to position the website that will best portray your brand, engage your audience, and compete in your industry.

What's important to know about your company? What makes you unique compared to your competitors?

(Examples: History, background, niche, etc)

What products or services do you offer?

Who is your target audience(s)? Who do you want to visit your website?

Who are your competitors? What do you like and dislike about their website or online presence?

Design & Functionality

Before building a website, you need to establish a comprehensive understanding of how the site should look and feel and what it should accomplish. There needs to be a foundation of the site's desired functionality so each piece effectively flows together.

How would you describe your company's visual brand style?

What are your brand guidelines?

(Example: colors, fonts, logos, style guidelines.)

What functionality is necessary for your website?

(Example: existing plugins, embedded functions, database connections, CRM, eCommerce, etc.)

Are there any 3rd party integrations needed?

What are some websites (from any industry) that you like and why?

Content & User Experience

Detailing what the site should incorporate, such as SEO enhancements, user journey, site layout, etc., ensures the pages are specifically created with the final project in mind. Each aspect of the site should contribute to positive user experiences across the full website.

Make a list of keywords and phrases you think your website visitors would use to find your website:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Which pages should be on your website?

(See SITE MAP PLANNER)

What accessibility requirements should be included?

Domain Set-up & Website Maintenance

Domain security and website maintenance are not glamorous, but the technical maintenance of your website's performance and upkeep is key to keep your site up and running smoothly.

What is your current website URL?

How do you plan to upkeep your website in the future for optimal performance?

Do you have a Social Media plan?

Do you need email associated with your domain name?