

Website Planning Worksheet #1

Phoenix Technologies

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Phase 1 – Page Templates

The following sections are guides to help you consider what content you want in the different parts of your website. Feel free to modify the questions and your information as necessary.

Step 1. Overview of site pages

The easiest way to begin planning for your website is to think of it as a brochure delivered electronically. You can break this brochure down into sections by answering these basic questions.

Front page

What do you want to place on your front page that will immediately identify your business to your customers? (Example: logo, company motto, specials...)

What do you want to put on your front page that will encourage visitors to view the rest of your site? (Example: links to internal pages only, specials, highlights...)

Internal pages

List all types of content that you may want on your site. Some examples are given, but feel free to use any category listings that you like.

_____ About Us / Mission Statement

_____ Services / Products

_____ Location Maps

_____ Calendar

_____ Contact Information

_____ Newsletters

_____ Gallery of Photos

_____ Testimonials

_____ Links to other websites

_____ Other _____

____ Other _____
____ Other _____
____ Other _____

By now you have a basic overview of the size and scope of your site. Actual page content is covered in the Content Worksheet.

Step 2. Basic Site Layout

The type and amount of content on your site will help you determine the best layout strategy for each page. The main consideration is to have your site reflect your business type and be easy for visitors to navigate. Keep in mind that some layouts offer a lot of flash and glitz, but the glitz may prove worthless and so slow-loading that visitors will leave if they are frustrated by unclear and inconsistent navigation.

What overall layout would you like your site to have?

____ All pages use basically same layout (recommended)
____ Front page is unique and all internal pages use same layout
____ All pages unique
____ Other _____

Step 3. Actual Page Layout

If you already have some page layout ideas, please use the following space to jot them down. Consider the basic content you want on each page. To help you determine what type of page layout is best for your site, draw or type out the content on an actual piece of paper. This will give you an idea of how much room you need on the page. Be sure to include room for each part of the page like, the header and navigation sections.

Front page

Internal pages

Other layout ideas

Step 4. Site Style

This section will help you give Phoenix Technologies an overview of how you envision the basic look and feel of your site. Because aesthetics vary, it is important that you give some thought as to what will most appeal to your customers and will most easily integrate with any other advertising media you already have.

Theme

In one word, describe how you want your site to look. (i.e. Elegant, High Tech, Artsy...)

Logo

Do you have a logo? Yes No

If no, would you like Phoenix Technologies to create a custom logo for you? Yes
 No

Company Logo on front page of site?

Company Logo on all other site pages? If yes, same size smaller

Other ideas _____

Color Scheme

If your company already has a logo in use, you may want to incorporate its colors into your website.

Background color:

Primary color for site:

Secondary color:

Accent color, if any:

Other color ideas:

Step 5. Navigation

Making it easy for your customers to navigate your site is a hallmark of Phoenix Technologies design. We offer multiple types of link highlights to give your site flare while maintaining ease of use. (Note: Links requiring custom graphics and/or JavaScript are offered as sets for an additional cost.)

Please indicate which type of navigation you would like to have on your site.

- Text type with changing rollover color (recommended)
- Graphic with text (i.e. buttons with words on them)
- Graphics with changing rollover highlight (i.e. changes color or indents, like button click)
- Other _____