

Goals & Target Audience

1. What are your top 3 goals for the website?

(ex: Establish an online presence, Reach a certain segment of the community, Inform the community about services, etc.)

2. Who are your primary and secondary target audiences?

(ex: Are you trying to reach young families? Newcomers to the community? Young adults?)

Content

3. What content would you like to include on the site?

4. What content as outlined above would appeal to your target audience? This will help to determine the placement of content on your website.

Website Planning Worksheet

5. Based on content, choose your page names and content for each page.

(Besides home page, common pages include About Us, Staff, Donate, Programs or Services)

Page Name	Content
Home	

5. (Page names and content cont.)

Page Name	Content

6. Based on content, lay out the navigation of each page.

Home

Main 1

Main 2

Main 3

Main 4

Sub 1

Sub 1

Sub 1

Sub 1

Sub 2

Sub 2

Sub 2

Sub 2

Sub 3

Sub 3

Sub 3

Sub 3

Website Planning Worksheet

7. What photos, graphics, documents or other elements would you like on each page?
(ex: calendar of events, brochures, applications, donation button, etc.)

Page Name	Element
Home	

8. Does your organization have a mission statement?

Image & Style

9. Does your organization have a logo?

Yes

No

10. Does your organization use specific colors? Do you want to use these colors for your website?

11. What image do you want to project? (consider your target audience when considering an image)

Traditional / Classic

Corporate / Business

Contemporary

High Tech

Other

12. Please list a few websites which communicate your desired mood, style, and/or layout.