



## Website Planner

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Your Name:

Email:

Phone:

Existing website name: (if new, some suggestions?)

- I own this domain:  
 I need to buy a domain.
- 

What is your vision for your website? What is it going to be about? Describe the products or services your business provides. Don't try to sell us, be honest and complete about your business's (and website if you already have one) weaknesses and problems.

Who is the target of your website? The more specifically you target your audience the more likely your website will have a positive impact on your bottom line. Be specific: who is most likely to buy your product or service?

Do you have a secondary audience? Perhaps you sell a couple different products, one that appeals to one type of audience and another that appeals to another. Does your organization serve multiple groups of people: different age groups, ethnicities, socioeconomic groups?

Describe your target website visitor including age, gender, type of employment, income range, geographic location, marital status, likes, dislikes and hobbies. Try to create a mental picture of your target visitor.

What do you want your visitors to be able to accomplish while visiting your website? Include any and all ideas. Its better to list too many things and scale back than to limit what your customers/visitors can do while at your site.

If you already have a website, tell us what you think works well and what you think needs to be better. Have you had suggestions from your customers/members/visitors? If so list them here.

Who are your competitors? List them here. Be sure to include things that you think your competition does better than you and where you and your business excel. If you can, list things that you like and dislike about your competitors website.

What websites do you really like and which ones do you not like? What about the sites do you like? Its okay to list sites or particular aspects of websites that are totally unrelated to what you want your site to be all about. This is the place to think outside the box and imagine graphics, features, layouts etc., that inspire and engage you.

Effective websites are kept fresh and up to date. What information will you want/need to update on a regular basis and how often do you think it'll need to be updated? Will you want to update via newsletters or blogs?

What role will your website play in your business or organization? Check all that apply:

- A resource for my existing and potential customers/members.
- A store where visitors can buy my products or services.
- A news outlet to inform visitors about new products and events.
- Other (describe):

What computer operating system do you use? Check all that apply:

- Mac OS X or earlier.
- Windows Vista.
- Windows XP or earlier
- Other:

How would you describe your comfort level with computers & the internet?

- Don't like them/don't use them.
- I can use a computer and perform basic functions: word processing, spreadsheets, web surfing, email
- I use computers a lot for many functions, including all of the above.
- I'm a computer/internet guru.

What internet browser(s) do you use:

- Safari for the Mac
- Safari for Windows
- Internet Explorer
- Firefox
- Other (List):

How often do you surf the internet?

- I don't.
- Once in a while.
- Daily.
- Several times per day.

How often do you check your email?

- I don't use email.
- A couple times per week.
- Daily.
- Several times per day.