

Designing and Planning a Website Worksheet/Storyboard

Summary	
Company Name:	
Web Designer:	
Date Last Updated:	
Person responsible for Website Updates	

Details on your domain name and hosting account		
Obtain the required details below:		
Domain Name		
Registrar's name & contact information		
ISP address provided		
Domain Expire Date		
Hosting company		
Hosting company's contact information		
FTP information provided	Host Name	
	User ID	
	Password	

Site objectives

The main aim of the website development is to:
[Check all that apply]

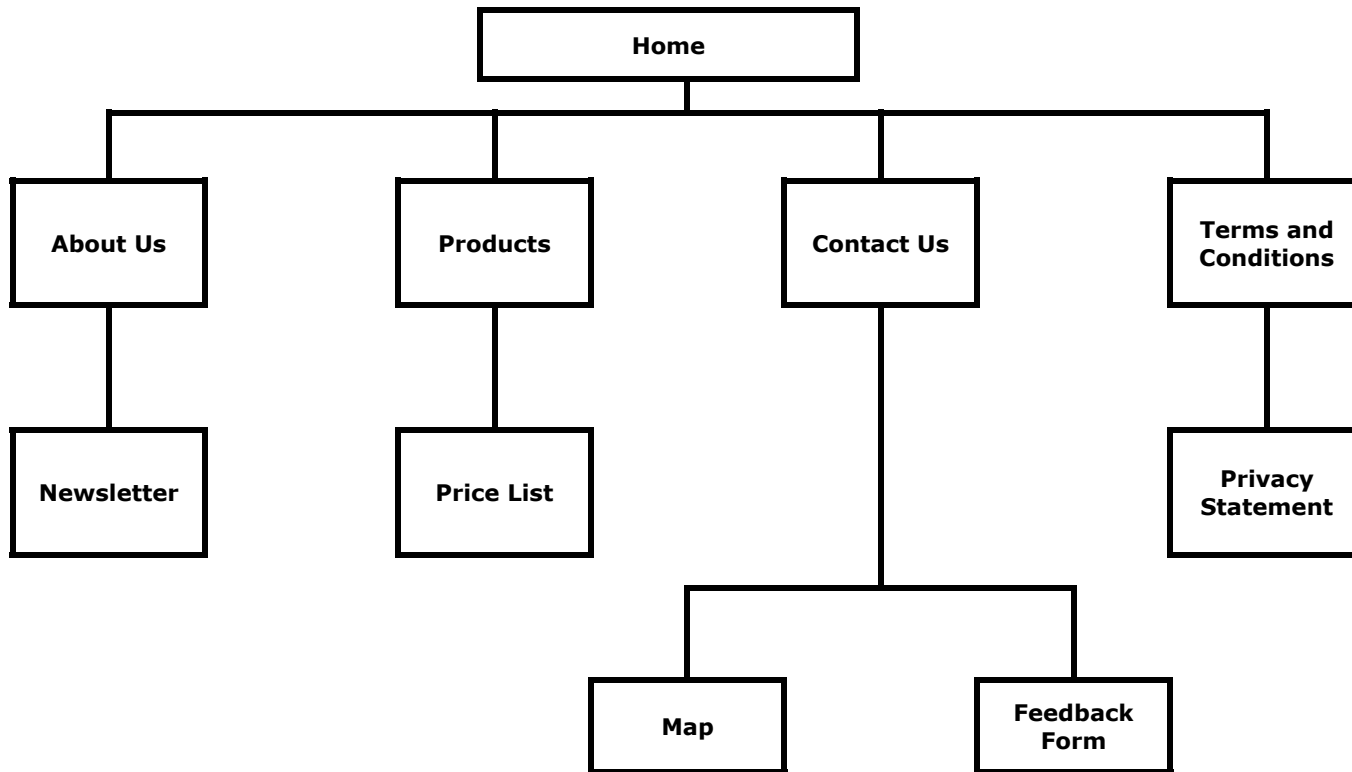
<input type="checkbox"/>	Inform visitors, customers, distributors and suppliers about our products and services
<input type="checkbox"/>	Educate visitors to my website about our industry
<input type="checkbox"/>	Entertain visitors to my website
<input type="checkbox"/>	Get visitors to purchase / order products
<input type="checkbox"/>	Build on my product brand and awareness
<input type="checkbox"/>	To increase our profile in the marketplace.
<input type="checkbox"/>	Other
<input type="checkbox"/>	

Profiles of target audience

1	Target Audience Demographics	Age Range:	
		Countries:	
		Languages:	
		Religious / Cultural factors:	
2	Other Requirements		
3	Other Requirements		

Setting out the structure of the site

In Microsoft Word or PowerPoint, use the drawing tools or a table to draw the structure of your site. Here is an example to get you going. Whether you are designing the site yourself or getting someone else to do it, you will need to complete a flow chart.



Have a look at these sites for some ideas:

www.windowplus.ca
<http://www.orendacanoclub.com/>

The content of the pages

Use the following table as a guide and customise it to suit your flow chart. Add as much detail as possible. Set targets for the development of the site by including a date in the last column.

Content description	Web page name	Content	No. of images	Photos & graphics (file location)	Other resources	Completion date
Home page	Index.html					
About Us						
Products						
Price List						
Contact Us						
Newsletter						
Map						
Feedback Form						
Terms and Conditions						
Privacy Statement						

Graphics, logos and other resources

Complete the contact information for the person responsible for graphics, logos and other resources.

Name:	
Phone:	
Contact:	

	File type	File name(s)	File location
If you have your Logo on your computer, what format is it in:	JPEG - (.JPG)		
	GIF - (.GIF)		
	Tiff - (.TIF)		
	Bitmap - (.BMP)		
	Freehand - (.FH)		
	Encapsulated Postscript - (.EPS)		
	Adobe Photoshop - (.PSD)		

What colours are currently used in your Logo:	RGB =	
	CMYK =	
	hexadecimal =	
	Pantone =	

What other colours would you like to include:	RGB =		RGB =	
	CMYK =		CMYK =	
	hexadecimal =		hexadecimal =	
	Pantone =		Pantone =	

Keywords & description to be used for major search engines

These words will be used in order to list your website on the major search engines. The words are likely to include your:

Company name	
Product and service names	
Generic brand names	
Location – country	
Phrases or slogans	

Enter your keywords for the meta tags

1		6	
2		7	
3		8	
4		9	
5		10	