

Website Planning Worksheet

Phase 1 – Page Templates

To help you plan the various elements of your new website, **Creative Design Weavers** provides you with this Planning Worksheet, a Content Worksheet, and multiple FAQ's pages for you to reference. If you have questions or need ideas, there is a wealth of information on the FAQ's pages. We strongly encourage you to critically review design elements and layouts on other websites as well. You are always welcome to contact *Creative Design Weavers* with inquiries.

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. (Please visit the FAQ's page **Making It Work** for more information about this section.)

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 backpages only, specials, highlights...)

Back 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. Details of actual page content are 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 big “wow” factor, but the novelty will soon wear off and visitors will leave if they are frustrated by unclear and inconsistent navigation.

Please visit the FAQ's page **Picture It** for basic site layout types.

What overall layout would you like your site to have?

- All pages use basically same layout
 - Front page is unique and all backpages use same layout
 - All pages unique
 - Other
-
-

Step 3. Actual Page Layout

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.

Please visit the FAQ's page **Picture It** for basic site layout types.

Front page type Type 1 Type 2 Type 3 Type 4
 Other _____

Back page type Type 1 Type 2 Type 3 Type 4
 Other _____

Other layout ideas _____

Step 4. Site Style

This section will help you give Creative Design Weavers 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.

Please visit the FAQ's page **The Look** for information about theme and colors.

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 Creative Design Weavers to create a custom logo for you? Yes No
(Please see FAQ's page **The Look** and **logos example link** under **Colors**)

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. For more help with choosing a color scheme, please see the FAQ's page **The Look** for color choices.

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 Creative Design Weavers 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 see the FAQ's page **The Look** for navigation ideas.

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

Text type with changing rollover color

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 _____

You have now completed the basic template for your website pages.