

Website Planning Guide

Analysis:

- Step 1 Determine information topics.**
Organize information to be presented on the site into categories and create a hierarchy. This information will be used later as a starting point for developing the site navigation.
- Step 2 Determine functionality requirements.**
State what the site will do.
- Step 3 Determine content requirements.**
Determine who is responsible for creating and/or repurposing information.
- Step 4 Compare the old approach to the new approach.**
What benefits or added value will the new site provide.
- Step 5 Review your competitor's sites.**
What are the good and bad components of these sites.
- Step 6 Estimate costs.**
- Step 7 Do a cost/benefit analysis.**

Design:

- Step 1 Choose a site organization.**
Create a site map.
- Step 2 Prototype the design.**
2 B Graphic to provide a mock up of index page and other page layouts agreed upon by customer.
- Step 3 Create a page layout design.**
This will be a guide line for the home page and content page layouts.
- Step 4 Document each page**
Prepare a content sheet for each page.
Functionality-Text Content-Graphic Content-Source of Content and Customer Approval on each page along with a sign off. Upload website to server.



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Content Documentation Guide

Page Title: _____

File Name: _____

Purpose of Page: _____

Suggested Graphic Elements: _____

Other Special Effects: _____

Information Needs: _____

Information Sources: _____

Content Approval Sign Off: _____ **Date:** _____



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