

Client Website Planner

1. Client Profile

1.1 Company Details:

Company Name:	
Phone:	
Email:	
Address:	
Describe your core products / services	
What industries does your business operate in?	
How many employees are within your company?	
Company Background	

1.2 Competitive Analysis

Where are your main competitors located?	
(USP's Unique selling points) Describe your competitive advantage. What is it that sets your company / product / service apart from the others?	
List any competitor or related industry websites:	

2. Project Overview

2.1 Overview/Rationale:

<p>Provide a brief description of this project:</p>	
<p>Describe the current stage of this project?</p>	

3. Objectives

Defining your objectives for this website allows your website development to be goal orientated, it is important to have a yardstick so that you can measure the success of your website.

3.1 Business Objectives

What are the business objectives for this website?	
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3.2 Website Objectives / Purpose

What will be the primary reasons for the development of this website?	
Future Development	

3.3 Success Metrics

List any short term (within 6 months) outcomes that will indicate a successful project.	
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4. Audience

Who will your website be built for? Knowing your audience and their needs will allow you to target your website design, content and features more effectively.

4.1 Website Users

Describe the primary users of this website. Include their title and a brief description that includes any relevant identifying information (eg. Age, Gender, Location, Occupation).	
List the main actions for each of the users above.	
Now using these actions list, add your desired action for each user.	

4.2 Accessibility

What is the lowest technical level of user that you wish your website to be accessible for	
Disability compliance	

4.3 User Technology Requirements

If you are familiar with your user's technology you can complete the details below. If not this is something that is best left to discussion with our team after your target audience has been defined?

Minimum connection speed:	
Minimum monitor resolution:	
List technologies that your users can access.	

5. Perception

This will help to shape the look and feel of your website. Including addresses of sites that appeal to you in the space provided below is a good way to help communicate what it is visually that you would like.

5.1 User Perception

<p>List adjectives that describe how your users should perceive your website.</p>	
<p>Provide URLs (addresses) of any websites that had designs or layouts that you liked/disliked Describe briefly what you liked about each one.</p>	

5.2 Look & Feel - Identity / Branding

<p>What qualities should the site project?</p>	
<p>List any identity development (logos, promotional material) you will require to be created for this website?</p>	

6. Content

6.1 Content

<p>List the kind of content you would like to include in your website. (This can include various types of content eg. Company info, product info, educational material, entertainment, promotional material, customer support)</p>	
<p>Where will this content be sourced?</p>	

6.2 Website Structure & Pages

<p>Have you attached a website structure diagram to this planner?</p>	
<p>List the sections of your website that will organise the pages on your website.</p>	
<p>Now using these sections, list the web pages you will be including in your website under each section.</p>	
<p>List any sections that will be protected by username & password</p>	

7. Navigation

Your website navigation is not usually finalised until the design; layout and content structure has been agreed on. Further discussion with the chosen development team will help to ensure your website navigation is suitable.

7.1 Website Navigation

<p>Describe any navigation requirements that need to be considered.</p>	
<p>List any website pages that require access (links) from every page on your website.</p>	
<p>Provide URLs (addresses) of any websites that had navigation that you liked. Describe briefly what you liked about each one.</p>	

8. Interactive Features

8.1 Interactive website features/functionality

<p>List any interactive features you would like to include on your website.</p>	
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9. Maintenance

9.1 Website maintenance

<p>List any pages on your website that would require updating on daily basis.</p>	
<p>List any pages that would require updating on a weekly basis.</p>	
<p>List any pages requiring updates on a monthly basis.</p>	
<p>Do you require that your staff does the updating of content on your website?</p>	
<p>If your staff will be maintaining the content, what is their general computer skill level.</p>	
<p>If you outsourced this maintenance work, what sort of turnaround from request to commencement would you require.</p>	

10. Marketing

Your Internet marketing and promotion will provide the traffic (visitors) to your website. The more targeted this traffic is the more effective your website marketing will be.

10.1 Website marketing

List and rank the five most important sources of promotion for your website. 1 being the most important.	
List any key phrases you think your website visitors will use to find products / services like yours.	
What is your short term (within 6 months) objective for the website	
Statistics	

11. Training

11.1 Training and Support

Will your staff require training? What areas of training will they require?	
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12. Domain Name

12.1 Domain Name Registration

List any domains that you have already registered for this website.	
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13. Web Hosting

13.1 Existing Web Hosting

<p>Is your web hosting outsourced? If so provide the Company name and contact details of the web-hosting provider.</p>	
<p>Describe your current web hosting features including number of email boxes allowed, storage space etc.</p>	

13.2 New Web Hosting

<p>How many email boxes will you require?</p>	
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