

Website Planning Guide

A Free Resource from ImagixCreative.com

Company & Website Overview

Take a moment to review your company and your ideal customer. For a successful website, you must have a strong sense of your company message and your target audience, and incorporate this throughout your site.

Company Name:

What you do:

Who you serve:

USP/VPS:

Ideal Customer:

Products/Services:

Website Goals

Below, please describe the top 3 goals of your website from 2 perspectives. The first perspective is YOUR COMPANY (what do you want to get out of the website?). The second perspective is the goal of the visitor (why did they come to your website in the first place and what are they hoping to get out of it?)

Company Goal #1:

Company Goal #2:

Company Goal #3:

Visitor Goal #1:

Visitor Goal #2:

Visitor Goal #3:

Goal Break-Down

Analyze the 6 goals from page 1 and summarize them into 3 main goals for your website. To reach these goals, every element of your website must be designed to achieve them. Minimizing “blank space” or elements that don’t have a meaning will help you optimize your website and drive traffic to where you need it to go.

Goal #1:

Why is this important?

What does the visitor need to do/see to help you achieve this goal?

How will you get them there?

Goal #2:

Why is this important?

What does the visitor need to do/see to help you achieve this goal?

How will you get them there?

Goal #3:

Why is this important?

What does the visitor need to do/see to help you achieve this goal?

How will you get them there?

Site/Page Mapping

Use the space on this page to draw a map of your website pages. What main pages will be in your menu? What sub-pages (if any) will be under each main page? Are there any extra/hidden pages, like a “thank you” page, legal/policy document pages, etc.? Your site map is vital to the usability of your page and your visitor experience, so make sure you keep it as clear and straightforward as possible.

Main Menu Pages:

Subpages 1:

Subpages 2:

Hidden Pages (not visible in the main navigation)

Page & Section Details

Duplicate this page for each page on your website. It's important to make sure that each page and section has its own goal that leads back to the main goals of your website. If you need to add more sections to a page, just copy and paste! Ideally, you don't want to have more than 5 sections per page.

Page Title:

Company Goal:

Visitor Goal:

What does the visitor need to do/see to help you achieve this goal?

What sections/elements will be on this page to get them there?

Section Name/Description:

Section Purpose:

How does this section work towards achieving the page/website goals?

Components/Elements:

How will you track success?

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