

Website

Plan-Design-Do

What is website planning?

Website planning is a process development teams use to map their ideas and create the initial outline for a web page.

- Tailor the website planning process toward the site's particular industry, purpose, function and brand.

Here are some common website planning tasks:

- Mapping website intentions
- Creating website goals
- Outlining the purpose of the webpage
- Designing aesthetic concepts
- Implementing initial features
- Strategically planning
- different website elements

How to plan your website in 8 steps

- **1. Establish your website's expressed purpose and goals**
 - The primary function of the site
 - The site's target audience
 - Expected publication frequency
 - E-commerce functionality
 - Content type
 - Expected user interactions
 - Anticipated visitors
 - Measurable goals

How to plan your website in 8 steps

- **2. Create a budget**
- **3. Assign development roles**
 - Owner, Marketing Manager, Web Developer, Content Writer, HTML/CSS specialist, Graphic Designer
- **4. Map a content strategy**
- **5. Decide what features to include**
- **6. Build a style guide for assets**
- **7. Create a mock-up**
- **8. Test and maintain the site**