# Phase 1: Website Purpose

**1. Website Purpose**

2 paragraphs describing the overall purpose of the site. Is it an info site, a blog, a store, a site for a business? Here are some questions to think about in preparing this first section:

* Why should this website be made? What is the point?
* Who is the target market/audience for this website?
* What problem does the product or service solve for the target audience?
* What is the brand’s value proposition?

# Phase 2: Website Structure (UI)

**1. Website layout and breakdown**

• Describe and outline the site layout/architecture and page map o What pages you will have

o How your navigation menu will be organized

**2. Website visuals of Home page / Landing page.**

• In a graphic or visual, provide a rough mock-up of how these items on your website layout will be laid out in your main landing page. o You can take a screenshot of another website or theme, and then lay over elements that you want included in your site using the snipping tool or even just typing directly over the screenshot in a Word file. o You could take a blank page and a pen and ruler and draw it out. You could use an Adobe app or Canva to create a basic layout. How you do this is completely up to you.

# Phase 3: Website Development

**1. Website Development - How are you going to build this website?**

* How will you choose your website theme?
* How long will each page be?
* Where will you source your graphics and images?
* Will you use any plugins to help you build the website? What ones? How will they help?

Answer:

**2. Website management - How are you going to update and manage the website?**

**Note: this is hypothetical. If you were to keep this website up to date after this course, how would you do that?**

• What is your plan for keeping your website updated with fresh, new content? o What pages will need constant updating o How often you will be updating/creating content o How many hours a week or month

Answer:

# Phase 4: Website Strategies (SEO)

**1. Website SEO - Think about 3 - 6 strategies**

* Search Engine Optimization is critical in the success of your website, what strategies are you going to use to optimize your website? o **Think about technical SEO too!**
* What SEO plugins will you use? How will they help with your website’s SEO?
* Are there any other strategies you will use? Examples: keyword research, competitor analysis o Think about strategies you have learned in some of your other courses

Answer:

**2. Measuring your success**

* Discuss what methods you will use to measure the success of your website SEO strategies.
* For example: o Discuss how you would use specific reports or tools o Can you come up with any methods to exclusively track traffic on only certain pages or only with certain URLs?

Answer:

# Phase 5: Website Optimization (UX)

1. **User Optimization - How are you going to optimize your user/customer experience?**

• What types of optimizations will you include on your website, so your users have a great experience? o Think about Calls-To-Action, content length and layout, use of images, font choices, ease of use, consistency.

Answer:

**2. Measuring your success**

• Discuss what methods you will use to measure the success of your website User Experience optimizations. o What would you look for on the Google Analytics platform to determine how your users are responding to your site content? o **Are there other tools** you could use to measure user experience success?

Answer: