**Go to File > Make a copy.** Then organise in the client’s folder. Then delete this line.

[Logo]

Website Planner

Date

Prepared by: You

Prepared for: Client

|  |  |
| --- | --- |
|  |  |

Style guide suggestions from mozilla

<https://www.mozilla.org/en-US/styleguide/>

Website Planner courtesy of wpelevation

<https://www.wpelevation.com/2017/12/silence-website-planning/>

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# 

# Checklist

1. Review goals and requirements
2. Review design and inspiration
3. Receive brand files and specifications
4. Receive content and photos
5. Create draft sitemap and website structure

# Goals & Requirements

Website goals:

1. [purpose of website and ideal outcome]
2. [purpose of website and ideal outcome]
3. [purpose of website and ideal outcome]

# Sitemap

* **Home**  
  Page Goal:  
  Elements needed:
* **About Us**  
  Page Goal:  
  Elements needed:
* **Services**  
  Page Goal:  
  Elements needed:
  + **Service 1**  
    Page Goal:  
    Elements needed:
  + **Service 2**  
    Page Goal:  
    Elements needed:
  + **Service 3**  
    Page Goal:  
    Elements needed:
* **Blog**  
  Page Goal:  
  Elements needed:
  + **Category 1**  
    Page Goal:  
    Elements needed:
    - **Blog Post 1**  
      Page Goal:  
      Elements needed:
    - **Blog Post 2**  
      Page Goal:  
      Elements needed:
    - **Blog Post 3**  
      Page Goal:  
      Elements needed:
* **Contact Us**  
  Page Goal:  
  Elements needed:
* **Our Team**  
  Page Goal:  
  Elements needed:
* **Privacy Policy**  
  Page Goal:  
  Elements needed:

# Menus

**Main menu**

* Home
* About Us
* Contact Us

**Top Menu**

* My Account

**Bottom Menu**

* Sitemap
* Privacy Policy

# Design

Examples, URLs and screenshots.

# Competitors

Examples, URLs and screenshots.

# Content

## Page Name

Page Goal:

Content:

# Additional Notes

Anything else goes here.