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[Logo]

Website Planner

Date

Prepared by: You

Prepared for: [Business name]

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Start Here

This document will be the central point to planning your website as well as creating the structure of the pages and collecting the key information from you.

You don't need to worry about saving this document or emailing it to us - Google Docs automatically saves your changes.

Once the document is ready for review or if you need help, please let us know.

Checklist

1. Review goals and requirements
2. Review design and inspiration
3. Receive brand files and specifications
4. Receive content and professional photos
5. Receive login to domain and web hosting
6. Create draft sitemap and website structure
7. Approve sitemap & website plan

To Discuss

Add items to discuss here as a new point and we'll review at our next scheduled call.

1. Item one
 2.
-

About Your Business

Business Information

Primary domain: [domain here]

Primary email (used for contact info and for website forms): [email here]

High quality logo? Y / N

Social media properties:

- Facebook:
- Instagram:
- Twitter:
- LinkedIn:
- YouTube:
- Google+:
- Other:

Brand Assets

Link to a folder containing all brand assets (logos, branding guidelines): [link to brand assets here]

Marketing Plan

Add a link here to the marketing plan: [marketing plan link]

If you don't have a marketing plan, you can use this simple [one page marketing plan template](#) to get started.

Website Brief

Project Questionnaire

If the project questionnaire hasn't been filled in, it can be filled in here:

<https://www.renegade-empire.com/project-enquiry/>

Link to the project questionnaire here: [link to project questionnaire]

Website 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]

Design Inspiration

Examples, URLs and screenshots.

[Add details here]

1. URL
2. What you like / dislike (3 -5 things)
3. Screenshot of homepage
4. Repeat the above for 3 - 5 inspiration sources

Key Competitors

Examples, URLs and screenshots.

[Add details here]

5. URL
6. What you like / dislike (3 -5 things)
7. Screenshot of homepage
8. Repeat the above for your top 2 competitors

Functionality

The functionality that the website needs.

[list here]

Resources To Use

Links to important files to use, such as photos, graphics, documents and any other assets that need to be used on the site.

[link here]

Additional Notes

Anything else goes here.

Website Structure

Sitemap

List the sitemap below or link to the planned 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

Web Page Content

In this section, include the text content for each of your pages as per the above sitemap. Or provide a link to your content via Google Drive / Dropbox.

Use the below format for each of the pages:

Page Name 1

Page Goal: [what is the purpose of this page? What is the most important message that you want this page to give?]

Page Content: [add the text content here. Do not add any formatting such as colours or fonts.]

Website Build

The below sections are the different stages of the website build process. As we complete each stage, we'll update this document with the links so you can easily access them. We'll also provide details via email.

Prototype

A prototype is where we build a "black and white" version of the website so we can test functionality.

Link to the prototype here: no prototype will be created as part of this project.

Design

Mockups

Links to design mockups here:

Design Assets

Link to the design assets here e.g. logo files, design slices, icons, graphics, photos.

Development Site

A development site is where we build the website as per the design. We'll use example content here to test the theme against coding standards.

Link to the development site here:

Staging Site

A staging site is where we'll have your design, content and functionality all in one place for testing and approval before going live.

Link to the staging site here:

Launch

Any special notes about launch here.

1. -
-

30 Days Support

During the 30 days after launch we'll provide support to make sure everything is running smooth. If you have any issues or questions within this 30 day period please let us know at support@renegade-empire.com - we're here to help!

Project Handover

After we've provided training for how to use the website, we'll hand over the keys and leave the website in your capable hands!

Any website changes from this point on would be considered a new project and will require a brief and proposal.

If you require ongoing support from our team and would like us to help you to continue to get results from your website, then consider signing up to our care plans.

We'll be happy to chat about these if we haven't already.