

The Website Planning Worksheet



Ready Steady Websites®

www.readysteadywebsites.com

The intro...

Use this worksheet to help you get a good idea of what you want your ideal website to look like and how you want it structured.

Do a bit of research and go and look at websites of companies that you use regularly and think about what it is about their website that makes you their visitor or customer. Try and look at three different examples.

Now go and visit the websites of your competitors. What is it that you think works on their websites? What doesn't work?

Are there any other websites that inspire you?

Are there any websites that you have visited before that you really didn't like or you thought just didn't work? Go back and have another look at them and work out why that is.

Note down the findings of your research on the next pages.

Your Research Notes

The Websites You Use Regularly

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Your Competitors

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Other Websites That Inspire You

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Websites You Really Don't Like

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

Website name:

Your thoughts from your research:

What's next?

Looking back through your notes try and see if there are any recurring themes across the websites you have visited. Using these common themes try and identify the following.

Three things you think work well on a website and would attract customers eg. well laid out.

1.

2.

3.

Three things you would definitely avoid using on your website.

1.

2.

3.

Note down any design styles / trends / layouts you would consider using on your website.

1.

2.

3.

Your Sitemap

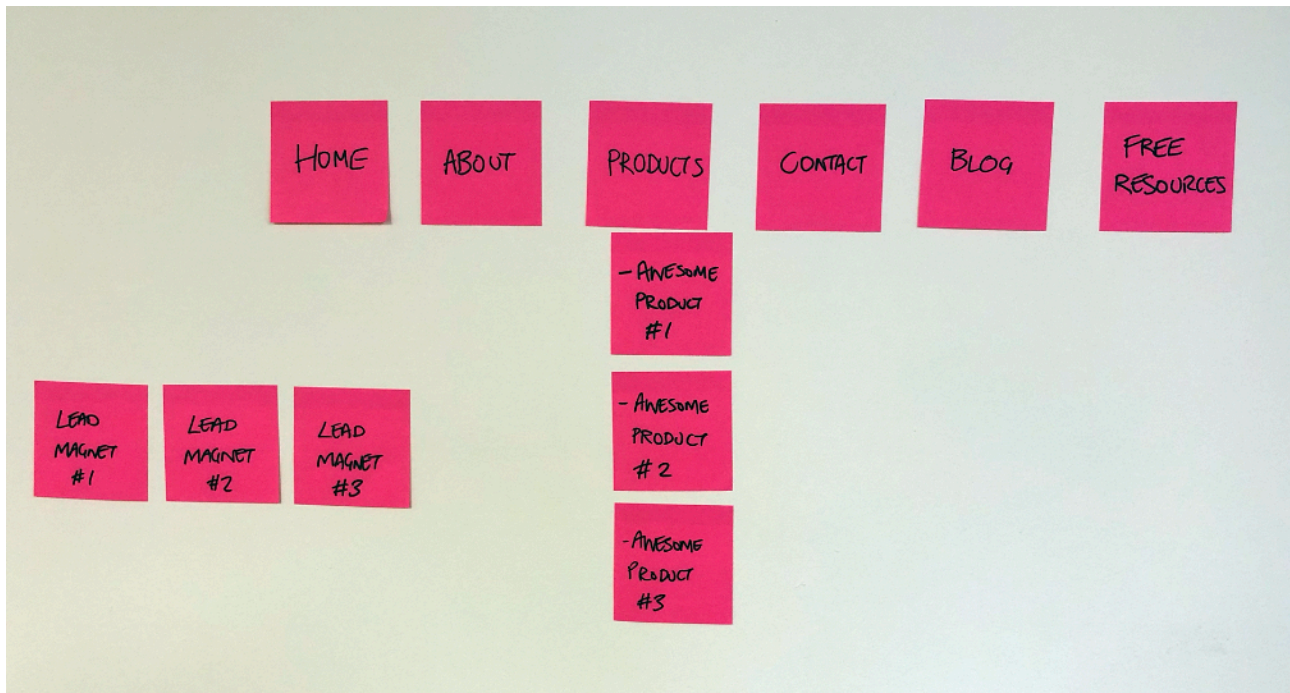
A sitemap is sometimes also referred to as information architecture but we think you'll agree that sitemap is a bit more snappy!

There are lots of different tools and software out there that you can use to help you create your sitemap but the one we think works best is the good old post it and pen method! So grab some post its,* grab a pen or perhaps a few in different colours if you like and use the guide on the next pages to get started on the three tasks included in this worksheet.

This activity is really useful whether you have a website already or not. If you do already have a website, try and put your current sitemap out of your head, imagine you are starting from scratch and really think about your website visitor's journey. It will be interesting to see how much difference there is between what you come up with today and what you already have.

* Other sticky notes providers also available

What A Sitemap Looks Like



This is a very basic example of a sitemap. The post it notes across the top are the pages that would appear in the top navigation or menu of the website. The products numbered 1-3 would be on the product page or could be in a drop down menu from the products menu item in the main navigation as they look in the photo.

The three lead magnets off to the side would be stand alone pages (lead magnets are free downloads you create and provide in exchange for an email address). In this example, they would be there on the website but they would only be accessed via a direct link such as a link to a free download from a Facebook post. They wouldn't appear in the navigation at all. On your website you may want to have your lead magnets in the navigation, on a free resources page or dotted around your content, that's also fine!

So let's put this in to practice on the next page.

Task Number 1

Think about the pages you need on your website. Perhaps think about the websites you researched to help you do this. Write a post it note for each page you want on your website.

Task Number 2

Stick your post its on the wall in the way you think you would like the pages laid out on your website. Before you do this, consider these two top tips. Also, remember to consider what you thought about the websites you looked at in your research.

Top Tip 1

You shouldn't have any more than eight menu items in your top navigation or main menu. Eight is the absolute maximum. We would recommend trying to stick to six or less. Too many options and your menu will start to look cluttered and it will be difficult for your website visitor to see what they are looking for.

Top Tip 2

Everything on your website should be no more than three clicks away for your website visitor. Using the sitemap in the photo if they arrive on the homepage, their first click is on the products menu item, their second click is on product they like, their third click is to buy it. That's nice and easy for them. They are still interested when they see the buy button. Any more than that and they might give up.

Task Number 3

Once you have completed your sitemap take a step back and have a look at it. Does it flow nicely for the website visitor? Is everything within three clicks? Once you are happy it might be helpful to get some feedback. Take a photo of your sitemap and pop it in the [Facebook group](#) to see what others think. Don't be worried about doing that. Everyone in the group is there because they are striving to make their website work for them too and feedback is really useful to help everyone improve! We will be in there to give you our thoughts too.

Copyright Notice

Products, programs and courses offered by Ready Steady Websites® are intended for your personal use only. Teaching this material, or distributing it in any form without permission violates our copyright. Please respect our rights.

Copyright 2019-2020 Ready Steady Websites®

Ready Steady Websites® is a registered trademark of 2nd Floor Designs Ltd.

All rights reserved.