# Web Site Creation Project Plan

Use this form to help you compile the various types of information you need to design an effective, comprehensive, and user-friendly Web site.

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| **Date Prepared:** |       |

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| --- | --- | --- | --- |
| **Prepared by:** |  | **Email:** |       |

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| **Web Site****Project Name:** |  |
| **Web Site URL/Address:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_ |
| **Web Site Graphic Organizer Link (from** [**http://writemaps.com/**](http://writemaps.com/)**):** | (if applicable) |

**Type of Web Site:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Informational |  | Academic  |  | Portfolio |  | E-commerce/Sales |  | Persuasive |

**General Description of Your Web Site:**

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Web Site Development Information

**A. Objectives:** What are you trying to achieve by building this Web site?

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**B. Target Audience:** Who is our target audience for the site?

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# C. Impression: What is the most important impression that you want your Web site to make on your target audience?

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# Key Points of your information/copy/text/notes: What do you need to tell your target audience?

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# E. Authority/Proof/research resources: Why should your target audience believe you?

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# F. Site Organization & Information Categories: What information categories should you provide to meet your objectives? How do you want to organize your information into these categories? How many pages will you need on your website to achieve your goals?

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# G. Navigation: How will your site be organized to make it easy to navigate?

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# H. Contact information: What contact information and mechanisms for contacting you do you want to provide on your Web site?

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# Web Site Project Execution

# I. Resource Requirements: List internal (class or school) and external resources (outside of school) resources you will need to complete this project.

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# J. Timeline: List project milestones, including estimated beginning and completion dates for each development phase of this project.

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