



Website Planning List



How to Use this Planning List

You can use this list to help plan out your new website; everything from structure, pages, marketing, and budget. Simply fill out the listed forms with the relevant information. For the website outline and design sections, simply draw out your design or website structure. For more information on how to do this, you can view the video, “How to Create a Website Outline”.

If you have any more questions about this outline, please feel free to contact me at info@nikolenadesigns.com.



Website Information

Website name:

Domain name(s):

Purpose of website:

Audience/Demographics (eg; age, occupation, gender, socio-economic status, hobbies, etc):

Website Goals

Goal #1:

Goal #2:

Goal #3:



Website Outline



Navigation

Main navigation:

Secondary navigation:

Footer navigation:

Blog Categories:



Marketing

Online:

Offline:

Miscellaneous:



Services

Domain Name Registrar:

username:

password:

login url:

Hosting Company:

username:

password:

login url:

Email list management:

username:

password:

login url:

Shopping Cart:

username:

password:

login url:



Design

Colors:

Fonts:



Budget

Domain name (12 months)		
Hosting		
	set up	
	monthly	
Email list management		
	set up	
	monthly	
Shopping cart		
	Set up	
	monthly	
Merchant account		
	Set up	
	Monthly	
Gateway		
	set up	
	monthly	
Web design/development fees		
Additional software, plugins, themes		
Total		