

# Website Planning Guide

## Company Information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_

Contact Information: \_\_\_\_\_

---

## 1. Company Profile

Values: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

Vision Statement: \_\_\_\_\_

Additional Information: \_\_\_\_\_

---

## 2. Project Overview

New Website or Redesign?: \_\_\_\_\_

Expected Deliverables: \_\_\_\_\_

---

Tone/Voice of the Website: \_\_\_\_\_

Key Functionalities Required: \_\_\_\_\_

---

## 3. Project Goals

Please describe the goals for this project:

---

---

---

---

---

#### 4. Target Audience

Age Range: \_\_\_\_\_

Gender: \_\_\_\_\_

Core Values: \_\_\_\_\_

Additional Information: \_\_\_\_\_

---

#### 5. Competitors

Competitor 1: \_\_\_\_\_

Competitor 2: \_\_\_\_\_

Competitor 3: \_\_\_\_\_

Competitor 4: \_\_\_\_\_

---

#### 6. Design Requirements

Please list any specific design preferences or branding guidelines:

---

---

---

---

---

#### 7. Project Timeline

Key Milestone 1: \_\_\_\_\_

Key Milestone 2: \_\_\_\_\_

Key Milestone 3: \_\_\_\_\_

Key Milestone 4: \_\_\_\_\_

Additional Information: \_\_\_\_\_

---

---

**8. Budget**

Budget Requirement 1: \_\_\_\_\_

Budget Requirement 2: \_\_\_\_\_

Budget Requirement 3: \_\_\_\_\_

Total Estimated Budget: \_\_\_\_\_

---

**9. Project Deliverables**

Deliverable 1: \_\_\_\_\_

Deliverable 2: \_\_\_\_\_

Deliverable 3: \_\_\_\_\_

Additional Information: \_\_\_\_\_

---

---

**10. Hosting and Maintenance**

Hosting Requirements: \_\_\_\_\_

Ongoing Maintenance Needs: \_\_\_\_\_

Additional Information: \_\_\_\_\_