## **Professional Web Development Consulting Firm Website Planning Document**

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| **Checklist for Planning a Website** | | ***Potential Answers:*** |
| Topic | Web Developer Questions | Answers (Give brief but thoughtful and realistic answers. No, the website will not be *real* but it does need to be *realistic.*) |
| Purpose of the Website | What is the purpose and goal of the website? | Market our web development or consulting business in the Kansas City area to attract new customers. |
|  | What is the company’s mission statement? | Swiftly develop elegant and affordable web solutions that enable businesses and organizations to improve profitability.  [www.affinitywebdevelopment.com](http://www.affinitywebdevelopment.com) |
| Target Audience | Describe the target audience (age, gender, demographics) | Age: probably mid 30s to 50s  Gender: Probably male, perhaps female  Demographics: Up on technology trends as well as web styles |
|  | What information is most pertinent to the users? | A professional, well-organized website that gives users confidence in our ability to excellently meet their needs |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? | I will take a mobile-first approach to responsive web design. |
| Wireframe | How many pages will be included in the Web site? | Start with 5 pages |
|  | How will the pages be organized? | Home, Solutions, Links, References, About Us |
|  | What type of Web site structure is appropriate for the content? | Given there are only five pages to begin with, I will take a web approach and use a horizontal navigation system to and from all five pages. |
| Graphics | What graphics will you use on the website? | Pictures of our office building, inside the office, our developers, our happy customers, some of our designs |
| Color | What colors will you use within the site to enhance the purpose and brand? | The corporate logo will dictate the color scheme.  [Shutterstock](http://www.colorcombox.com) image 214176667  Black and dark red |
| Typography | What font styles will you use within the website? | I will stick with a clean, professional font, but something that speaks to longevity such as Market Deco by dafont.com |
| Accessibility | How will the website accommodate people with disabilities? | I will make sure to use alt tags for images and validate the code. |

Sketch the wireframe for the home page below:

http://businesswebplanning.com/

