

Webpage Planning Tool

Name: _____

1. Develop a SMART goal for your website. Here is how:

S.pecific. The goal is singular, focused and well-defined, answering the "5 Ws."

M.easurable. The goal states where you want to go in terms of numbers. How much? How many?

A.ttainable. The goal is within reach and realistic for your industry and market conditions.

R.elevant. The goal considers current business, challenges and events that affect progress.

T.ime-Based. The goal has a deadline that presents a sense of urgency to the plan.

So... an example might be that you want to have x amount of hits on your website by a certain amount of time.

Write it here:

2. Next, you will define the purpose. How will your website answer the four major questions?

A. What is this?

B. What can I do here?

C. What do they have here?

D. Why should I be here, and not somewhere else?

3. Develop a logo or a picture that will engage your followers. If you have something from your blog or your social media, then use it on your website.

4. How do you plan on promoting your website?

5. What is the primary goal of your website?

6. How can you promote your website before it launches?