

## **Website Plans**

1. What template are you using? What do you want the overall style/voice of your website to be? What primary and secondary audiences do you hope to reach with your website? Consult your brand style guide for guidance and inspiration!

2. Present the content of your website in outline form. What sections/pages will your website have? What content will go in these sections/pages? The more specific you can be, the better.

For instance, if you have a section called “Design” you can include the text that will be in this section and provide a list of the design samples you’ll include there. For your About or Bio section, you can include the text that you’ll use to introduce yourself and identify the photo(s) or image(s) you’ll include. If these items are already available online at your website, you can just note that and I’ll visit the URL.

3. What difficulties do you anticipate? What questions do you have?