

# Website Planning Worksheet



Welfare Law Center  
275 Seventh Ave., Suite 1205, New York, NY 10001  
(212) 633-6967 Fax: (212) 633-6371  
[www.welfarelaw.org](http://www.welfarelaw.org) - [www.lincproject.org](http://www.lincproject.org)

**Please use this worksheet to begin the website planning process. Throughout the day, you'll have the opportunity to fill in sections of this worksheet. At the end of the day, you'll be able to use this sheet to form the basis for your website plan.**

**Audience: Who are the different people that could visit your website:**

---

---

---

---

---

**Who is your target audience?**

**Target Audience:**

**Rationale for targeting:**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**YOUR TARGET AUDIENCE:** What do they want from your website, what do you want from them?

Please use this space or a separate sheet of paper to make a sun chart for each group you identified as your target audience. List both their expectations for the site as well as your expectations for them.

WEB SITE CONTENTS: Use this form to record the different pieces that you want to include on your website. For content description, fill in a brief description of the actual content. For the status column, describe the form that it's in (brochure/flier/picture). For the work to be done column, describe any changes or other work that would need to be done for that content to be ready to be posted to the website.

Content description	Status	Work to be done?

## The Workplan:

Organization Name: \_\_\_\_\_

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

### Web Site Goals:

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

### People and Resources

Name:

Relevant Use or Skills

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

5: \_\_\_\_\_

\_\_\_\_\_

6: \_\_\_\_\_

\_\_\_\_\_

7: \_\_\_\_\_

\_\_\_\_\_

8: \_\_\_\_\_

\_\_\_\_\_

9: \_\_\_\_\_

\_\_\_\_\_

Please list any other things that you'll need that were not covered in the list above:

\_\_\_\_\_

\_\_\_\_\_

How will you get any additional resources that you need (materials, expertise, etc)?

---

---

**Timeline:**

Identifying Expertise – what skills or resources do you need?

---

---

---

Target Date for completion: \_\_\_\_\_

**Identify and develop materials:**

**Person:**

**Responsibilities:**

_____	_____
_____	_____
_____	_____
_____	_____

Target Date for completion: \_\_\_\_\_

Start Building the site:

Once you've started the process, allow up to 6 weeks to finish building the first part of the site -- even after the work of coding the site is done, you'll want to make sure that you spend some time testing it and making sure that it accomplishes what you want it to.

First "draft" of website completed: \_\_\_\_\_

First website update: \_\_\_\_\_