Website Design Planner

UOP | **UNIVERSAL ONE PUBLISHING**

Let's build a website!

This Web Design Planner is a guide that has been designed to assist you in thinking through questions about your new website. We attempted to make it as clear and comprehensive as possible. You do not have to use this planner but most of our clients find it extremely helpful when completing the online website request questionnaire.

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The Process

1. Complete this planner and save it.

2. Upload this planner.

   a) For **Starter websites**, go to the online <u>$50 Starter Website Request form</u>, upload this planner and answer all additional questions. We will build your website in 2 to 5 days with the information you provide.

   b) For **Custom Pro websites**, go to the online <u>Web Design Questionnaire</u>, upload this planner, and then schedule a call with a consultant to review the planner and discuss your website needs. We will provide you with a website quote and timeline.

Profile

Your name	
Your email	
Your organization name	
Your phone number	
Can we text you at this number?	

Profile

Describe your organization in 1 or 2 sentences	
What are the best three words that describe your organization	

Purpose: Choosing a Website Name

You probably already have a good idea of what you want your website name to be - most people do. It's generally the first thing you think of when you want to start a website.

You probably picked an awesome name for your site that speaks to you and your dreams for your site. But you need to also consider the customer and what will speak to them.

Here are a few things to consider when picking the name for your website:
- Try to keep it simple
- Avoid numbers and special characters
- Shorter is better
- Synonyms are good
- Choose something symbolic or intuitive
- Use a Top-Level Domain extension (.com, .net, etc.)

Universal One Publishing has a great tool to use to find out whether your top choice is available. It also gives alternates if it is not.

Purpose: Type of Website

Knowing what you're creating a website for is a critical piece of the pre-planning stage. For example, if you're creating a sales or information site, you need to consider how much traffic you expect to generate and how much technical expertise you have. Your website also holds a lot of power in terms of your marketing strategy. You can use it to collect email addresses, make offers, promote services, sell products, and provide information.

Business Website: Even the smallest business usually has a website. Sometimes this is just a place for people to land if they type your business name into a search engine. It can also be a place where you showcase your products or provide product information and demonstrations. You can even attach a blog so your customers can keep up with trends and industry changes within your niche.

Nonprofit Website: Nonprofit organizations are set up like businesses through the government but operate for the purpose of providing a service to the community and are not for profit. Types of nonprofits include churches and religious organizations, charitable organizations, social welfare organizations, private foundations, civic leagues, social clubs, etc.

Ecommerce/Store: Many ecommerce sites started out as brick-and-mortar sites, and when online shopping took off, they created their websites. Ecommerce can be done in so many ways. Ecommerce sites need a way for their products to be displayed and navigated easily, as well as a way for payments to be collected safely.

Other Site Types: Your website may not fall into these categories, or it may be a combination of more than one. The main point is to have an idea of what your specific website will need in terms of content management, hosting, etc.

* UOP reserves the right to choose which types of websites to build. We will not build websites that contradict our values.

Purpose

Provide answers to these questions	
What is the purpose of this new website?	
What type of website would you like to build?	□ Small business □ Nonprofit □ Church □ Personal □ Online Store □ Other _____
What is the name of this new website?	

Purpose

Provide answers to these questions	
Do you have a domain name for this website? If yes, what is it?	□ Yes _____ □ No, I need help obtaining one
Do you have social media pages? Provide links.	
Will this be a new website or a redesign of an existing website?	

Purpose: Redesign

Provide answers to these questions	
Will this be a new website or a redesign of an existing website?	□ New (continue to next page) □ Redesign
If redesign, what is the URL of your current website?	
If redesign, what do you like about your current website?	
If redesign, what are the key areas that need improvement on your current website?	
If redesign, what other information would you like us to know about your current website?	

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Market: Audience

Another important thing to consider before beginning the process of building your website is your audience.

It's important to remember that while your website should reflect your values, products, and brand, it also needs to appeal to your audience. Choose colors, graphics, and typography that appeal broadly to your customers because they're the ones you want to spend time there.

If you need some tips on what to shoot for, look at other websites that appeal to a similar demographic. What colors, fonts, and layout did they choose, and is it working for them?

Market: Audience

Provide answers to these questions	
Describe your target audience/ideal client.	
What do you want your visitors to do on your website?	

Market: Competitors

Provide answers to these questions	
List the names and website addresses of your online competitors.	
What sets you apart from your competition and why should customers choose you?	

Hosting

Web hosting services provide a place for your website to live online. When your website is created, it does not just exist on the internet. It is on a server in a building. When a user wants to view your website, they type in the address and their computer connects with your server and the web browser delivers the page.

A web hosting service provider is a business that provides the server technology and services so that your website can be viewed on the internet. You pay the web host rent so that all the files and data your website needs to operate properly have a place to call home. A server is essentially a physical computer that runs nonstop so anyone can access your site anytime, from any place.

Universal One Publishing partners with GoDaddy to provide exceptional hosting services which guarantee 99.9% service uptime and 24/7 security that monitors suspicious activity. Our Website Builder and WordPress platforms live on these servers. When you're choosing which type of web hosting platform to use, keep in mind that you can upgrade later. If your website is wildly successful and outgrows your current hosting constraints, remember, you own the domain. You can build a bigger, better, faster website and move your domain to it.

Website Builder: Our Starter websites utilize the Website Builder platform. Website builders are incredibly popular because anybody, regardless of technical skill, can manage a website. We can build you a website then teach you how to manage it. You can manage your website as easily as you can put together a PowerPoint presentation.

WordPress: WordPress is a website platform with a Content Management System (CMS). It allows you to create and organize your digital content. While nearly a third of the websites on the internet today are WordPress sites, it does require more technical knowledge and management to keep a WordPress site going.

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Hosting

Universal One Publishing offers these four website packages. The Starter package is hosted on our Website Builder platform while the Deluxe, Ultimate, and Enterprise are hosted on our WordPress platform.

Starter	Deluxe	Ultimate	Enterprise
- Website Builder platform 10-page website - Responsive/mobile design - Website hosting - Connect website to domain - Search Engine Optimization (SEO) - Security (SSL) certificate - Social media integration - Appointment scheduling (upgrade) - Online Store (upgrade) 30-minutes of free training 30-minutes of content updates & monitoring (upgrade) 24/7 technical support	- WordPress platform 15-page website 75 GB storage 100,000 visits per month - Responsive/mobile design - Website hosting - Connect website to domain - Search Engine Optimization (SEO) - Security (SSL) certificate - Social media integration 30-minutes of free training 30-minutes of content updates & monitoring (upgrade) 24/7 technical support	- WordPress platform 20-page website - Unlimited storage - Unlimited visits per month - Responsive/mobile design - Website hosting - Domain name registration or transfer - Search Engine Optimization (SEO) - Security (SSL) certificate - Social media integration 60-minutes of content updates & monitoring 24/7 technical support	- WordPress platform - Unlimited pages - Unlimited storage - Unlimited visits per month - Responsive/mobile design - Website hosting - Domain name registration or transfer - Search Engine Optimization (SEO) - Security (SSL) certificate - Social media integration - Shopping cart - No transaction fees - Unlimited products - Bookings and appointment scheduling - Real-time shipping rates 60-minutes of content updates & monitoring 24/7 technical support

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Hosting

Provide answers to these questions	
Which website hosting package meets your needs and budget best?	□ Starter □ Deluxe □ Ultimate □ Enterprise

Appearance

Your site's overall look is a huge component of web design. First impressions are critical, so you need to make sure your visitors are wowed from the moment the page loads.

It generally takes less than 10 seconds for a visitor to decide whether they're going to stay on your page. If your website is 3 different bold colors with 8 different fonts, it's almost guaranteed they won't be there long.

Your site should be simple, clean, intuitive, and easy to navigate. Using plenty of white space allows your elements room to breathe, while symmetrical, grid-based designs keep things organized and orderly.

Each element should complement the next and they should not compete for space on the page. Every part should represent your brand.

Appearance: Color Scheme

Color is an important aspect of your website design. Your color palette and typography will have a direct impact on the visitor's opinion of your site and be a huge determining factor on whether they stay or bounce back to the search results.

Believe it or not, there is psychology to color, and certain colors evoke certain emotions. Check out the table below to find out what emotions are brought forth by certain colors.

Once you've chosen a primary color, you can utilize a color wheel to help you choose 1-2 complimentary colors. More than three colors may not be as visually pleasing. Try to avoid using color for your fonts.

Here are some color scheme choices to consider:

- Monochromatic - Different shades of the same color
- Analogous - Colors that are next to each other on the wheel
- Complimentary - Colors that are directly across from each other on the color wheel
- Triad - Colors that form a triangle

Using these tips, you should be well on your way to choosing a winning color combination.

Red	Excitement, Strength, Energy, Love, Courage
Orange	Confidence, Success, Bravery, Sociability, Joy
Yellow	Happiness, Creativity, Cheer, Warmth
Green	Nature, Healing, Freshness, Quality
Blue	Trust, Peace, Loyalty, Competence
Pink	Compassion, Sincerity, Sophistication, Sweet
Purple	Royalty, Luxury, Spirituality, Ambition, Wisdom
Brown	Dependable, Rugged, Trustworthy, Simple
Black	Formality, Drama, Sophistication, Security
White	Clean , Simplicity, Innocence, Honesty

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Appearance: Fonts

The same psychology that applies to color also applies to typography. The font you choose communicates the overall feeling of your website or message to visitors.

More formal pages, perhaps for professionals or big corporations, should go with a more distinguished font, such as a serif font. However, if you have a more relaxed feeling website, you could use a sans serif typeface, which is a bit less formal.

Consider using more bold fonts or script fonts for your headings, while keeping the body of the text in a plainer serif or sans serif font. Don't go beyond three different typefaces to avoid making your page look chaotic or messy. You can find a ton of resources for pairing fonts online.

Your text should be easy to read, which generally means the body copy should be at least 16 pixels. Also, be sure there's plenty of contrast between your text and the site's background colors, which generally means a light color paired with a dark tone.

Appearance: Images

Images can help improve the user's experience on your site. Images can grab the visitor's attention and direct them to the important things you want the user to see and/or feel. When effectively used, images can help drive more traffic to your website, promote social sharing, and increase conversions.

Here are some of the top reasons you should include images on your website:

- **More views:** Websites with images tend to get about 94% more views than pages without. If a visitor opens your page and is immediately hit with an entire page of text, they will bounce right back to the search results. Include images to break up the text.

- **A picture says a thousand words:** There's no better way to bring your product or service to life than with a great image. Images help to grab the visitor's attention and give them information before the have read a single word.

- **SEO:** Images can help you show up and rank better in search engine results.

- **Images win the click:** When websites include images, they are more likely to grab the attention of the searcher, and thus more likely to get the click.

- **Social media:** Great images play a huge role in getting visitors to share your pages on their social media accounts. Research shows that social media posts with images get higher engagement than those that don't.

There are a lot of options for getting great quality, free, stock photos online. Try to use authentic-looking photos that are good quality. Also, browse sites you compete with to be sure you're not using the same photos they are. Images are a powerful way to drive more traffic to your site and get more engagement.

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Appearance: Layout

Visual hierarchy is the arrangement of the graphic elements on a page according to their importance. The visual weight of the element defines its importance. When done well, visual hierarchy dictates the order a viewer's eyes will focus on and in what order.

People are in a hurry, and they're looking for information fast. Your content needs to be easy to skim and you need to draw their eye through the content quickly and efficiently.

Appearance

Provide answers to these questions	
What colors would you like to use on your website? Provide HEX color codes if possible.	
Do you have a preferred font(s)?	
Do you have a preferred layout? If so, describe on the following pages.	

Appearance: Homepage

Use this space to tell us if you have a preference of a homepage layout.

Appearance: Other Pages

Use this space to tell us if you have a preference of any other page layouts.

Navigation

While you may be tempted to continue the creativity on to your navigation menus, please refrain. Navigation should be simple, easy to use, and well laid out.

It's generally best to avoid overly-animated hover effects and complex sub-navigation menus. Navigational elements can exist in the headers, body, and/or footers. Use them to simply and quickly direct your visitors to the parts of your site they wish to visit.

The hamburger menu, which is the navigation option represented by the three horizontal lines, is a great way to hide your navigation menus and save space. However, it tends to hide options from your visitors and tends to have lower click rates. This navigation menu is best used for mobile devices.
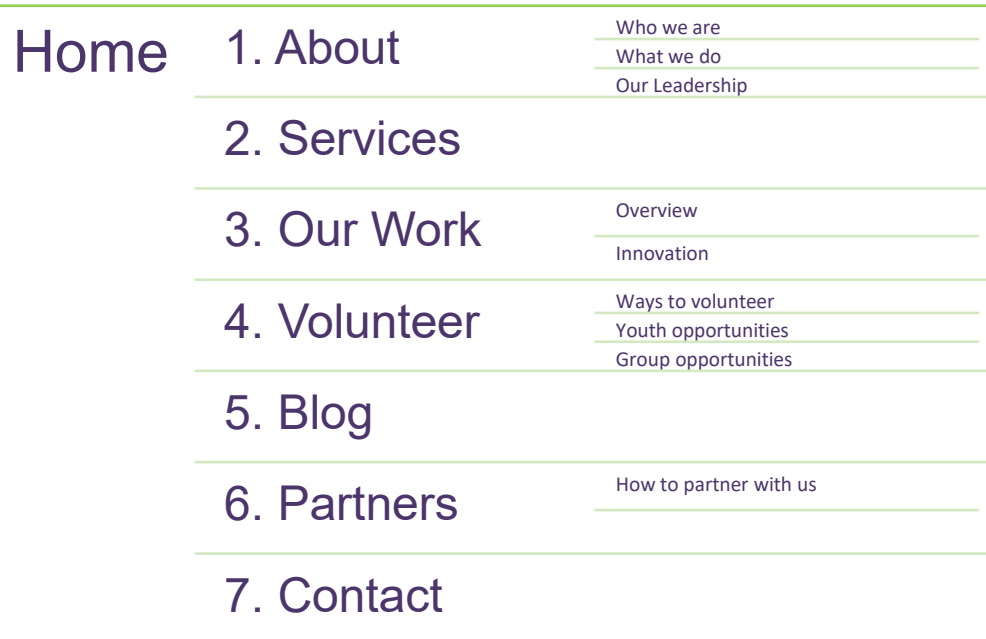
Navigation is about more than just a quick way to get to a different page. Consider having a sticky back-to-top button on your page so visitors can quickly navigate to the top of the page again. This is especially helpful for one-page or scroll-heavy designs.

Don't forget to include menus in the footer or maybe a place to sign up for a newsletter or other information. After all, if they have scrolled all the way to the bottom, they're probably interested in getting more information.

Navigation: Site Map Examples

Think of how you want visitors to interact with your website. What are the navigation buttons you want them to use? This can be accomplished by creating a site map.

Here are two format examples: Outline and Hierarchy. The Home button is your homepage. Buttons 1-7 are the first-level buttons that reside in your navigation. The buttons under your first-level are the submenus. It can be distracting and confusing if there are too many buttons on a web page, so try to avoid using many first-level buttons. You will build your own navigation menu on the following pages.

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Navigation: Your Outline Site Map

Let's draw your site map. Try drawing it in an outline format. Additional practice slides are at the end of this document.

Home

1. _____   _____

2. _____   _____

3. _____   _____

4. _____   _____
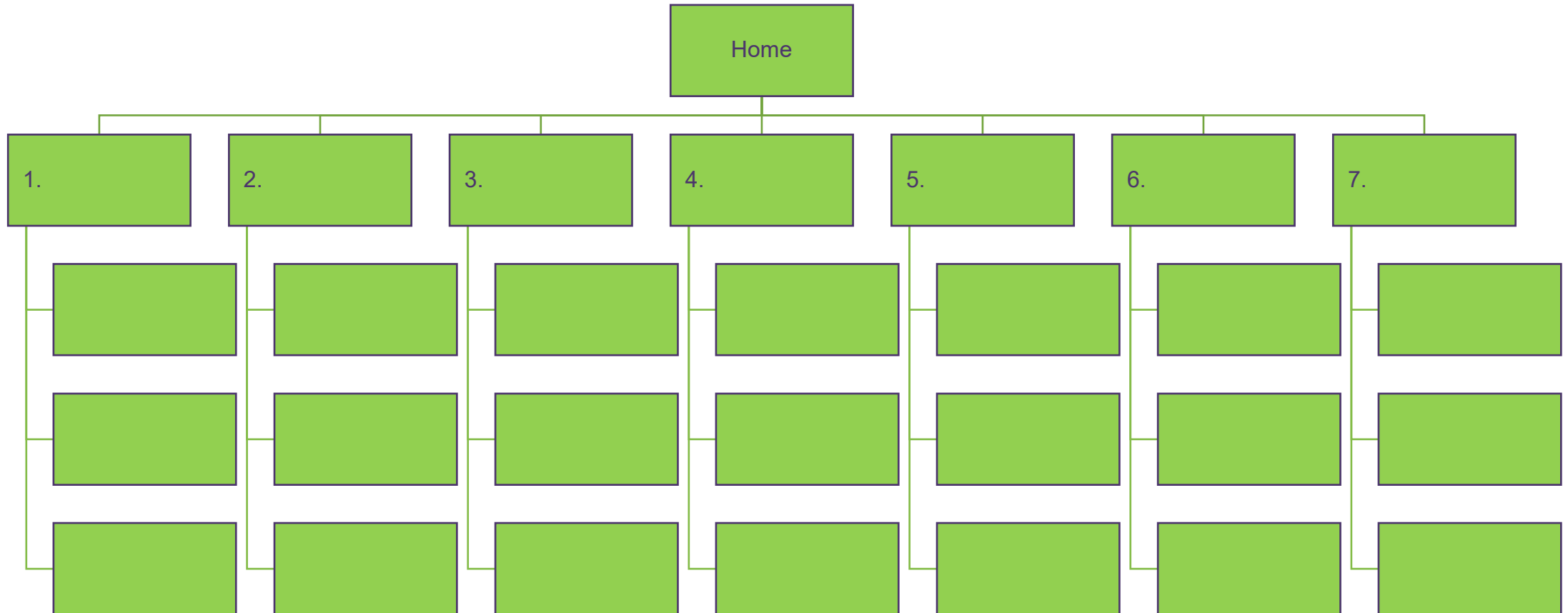
5. _____   _____

6. _____   _____

7. _____   _____

Navigation: Your Hierarchy Site Map

Now try drawing your site map in a hierarchy format. Additional practice slides are at the end of this document.

Content

The design and technical aspects of your website are important. Your pages need to load quickly, and your site needs to be easy to look at for sure. But the content tells the visitor what you're about and helps them to know that your website has what they need. It is an important aspect of delivering your message to the consumer. The content also can be an important factor in search engines finding and ranking your page. Your ranking can make a huge difference in the traffic you generate.

SEO stands for Search Engine Optimization, and it is writing your content for both users and search engines. SEO content is written so search engines can find it, index it, and make it available based on what someone types into the search bar. When you type something into the search bar, within milliseconds Google displays hundreds of pages based. Your goal is to have your page rank on the first page - because not many people go to page 9 or 10 to get the information. If your content has been optimized, it contains keywords related to a search parameter. It is quality content that pertains to a searchers query.

There are many technical aspects related to SEO as well, and you will want to learn about SEO and how you can make it work for your website.

Take into consideration your page names, keywords, and descriptions for each page of your website.

Content

There are several features your website should include:

- Your company's story: Also known as the About Us page, this is where you can let consumers know what you stand for. Consumers today are looking for authentic companies and ways to relate with you other than just buying products.

- Answers to objections: Include details like defining your return policy, providing a statement about sustainability, or explaining your manufacturing processes, you take away their reasons to say no.

- Share buttons: Sharing on social media is an awesome, free way to get advertising from people who visit your site - be sure you make it easy for them.

- Call to action: Believe it or not, people like to be told what they need to do next. This is the call to action. Make sure yours is clear and easy to act on.

- Tell them why you're different: Set yourself apart from your competition and tell your customers why they should do business with you rather than the other guy.

- Update your copyright: If your copyright is from 2 years ago, it makes the consumers feel like maybe you're not on top of things. It seems like a small detail, but they really will look.

- Social media icons: Display your social media icons to engage your audience and generate sales.

Remember, when developing your webpages, break up the text with photos or other images.

Content

It is important to have your website content available when submitting your request for a website as we will need this information to complete the build. Content includes text, images, photos, graphs, audio, video, files, etc.

For Starter websites, all content must be submitted with the Website Request form. You will have the opportunity to type your content into the form or upload files. For Deluxe, Ultimate, and Enterprise websites, you will upload files.

We will work within the following timeframes and will use all the content that is presented to us by the agreed upon date. You can add any additional content after the build is complete or we can be added it during your monthly maintenance.

Starter	Deluxe	Ultimate	Enterprise
• 2 to 5 days • 30-minutes of monthly content updates and monitoring	• 1 to 2 weeks • 30-minutes of monthly content updates and monitoring	• 1 to 3 weeks • 60-minutes of monthly content updates and monitoring	• More than 2 weeks • 60-minutes of monthly content updates and monitoring

Next Steps

Starter Websites

After completing this planner:
1. Upload it online at https://universalonepublishing.com/website-request/
   - Be sure to upload all content (including text, logo, images) as we will build your website with the information you provide us.
2. Sit back and relax.
3. We will contact you in 2-5 days to let you know it is complete.

After your website is built:
- Schedule your free 30-minute training session.
- All upgrades will take place after the initial build.

Custom Pro Websites

After completing this planner:
1. Upload it online at https://universalonepublishing.com/web-design-questionnaire/
2. Schedule a call to speak with a consultant.
3. We will provide you with an estimate and timeline.
4. Upon approval, we will begin designing your website.
5. We will interact with you during the design and development process.
6. Your website will be complete during the agreed upon timeframe.

Extras

Here are some extra site maps to use for practice

Navigation: Site Map (In case you need an extra one for practice)

Let's draw your site map. Try drawing it in an outline format

Home

1.

2.

3.

4.

5.

6.
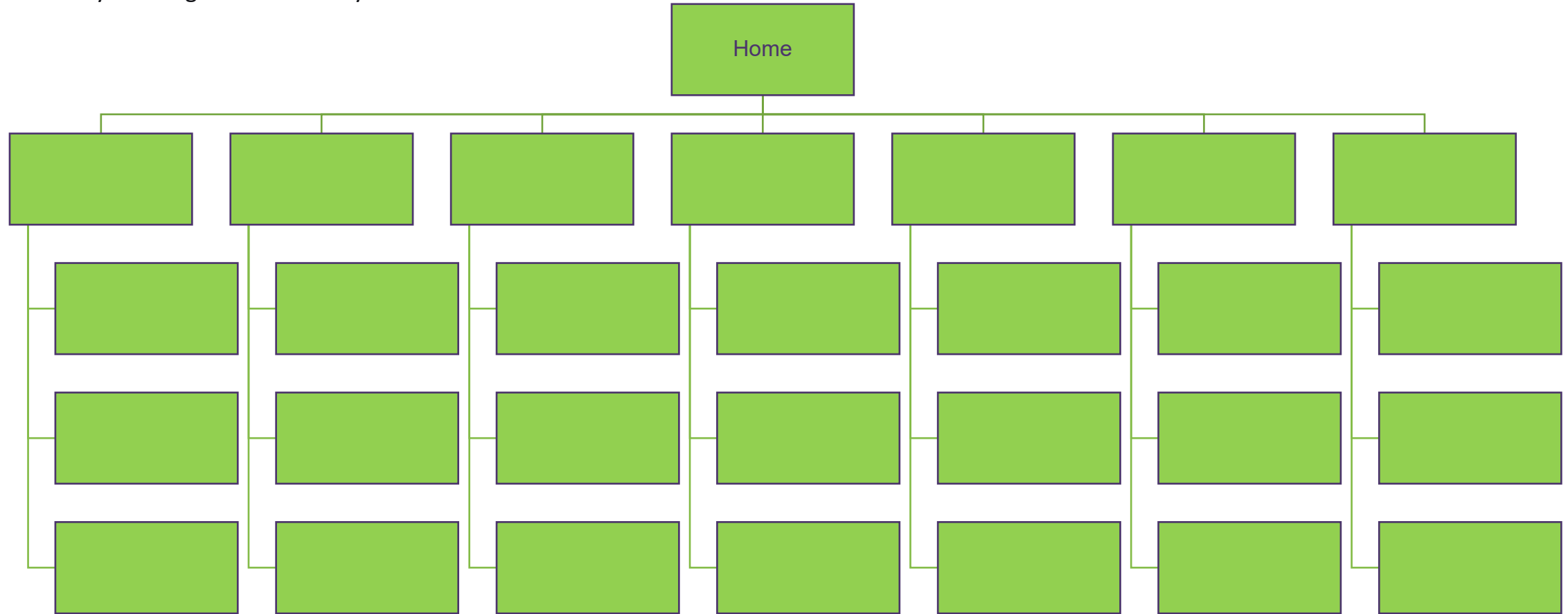
7.

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Navigation: Site Map (In case you need an extra one for practice)

Let's draw your site map. Try drawing it in an outline format

Home

1.

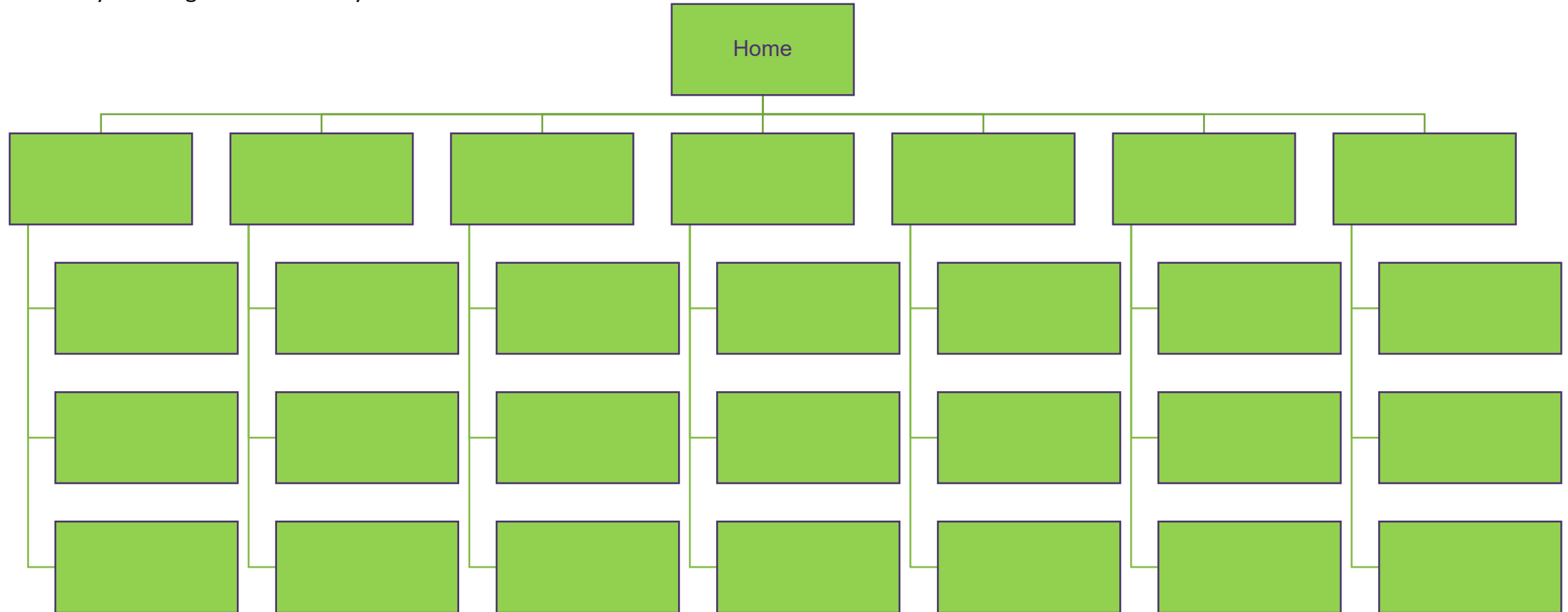2.

3.

4.

5.

6.

7.

Navigation: Site Map (In case you need an extra one for practice)

Now try drawing it in a hierarchy format.

Navigation: Site Map <small>(In case you need an extra one for practice)</small>

Now try drawing it in a hierarchy format.

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THANK YOU!

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support@UniversalOnePublishing.com
www.UniversalOnePublishing.com