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

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| **Checklist for Planning a Website** | |  |
| 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? |  |
|  | What is the company’s mission statement? |  |
| Target Audience | Describe the target audience (age, gender, demographics) |  |
|  | What information is most pertinent to the users? |  |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? |  |
| Wireframe | How many pages will be included in the website? |  |
|  | How will the pages be organized? |  |
|  | What type of website structure is appropriate for the content? |  |
| Graphics | What graphics will you use on the website? |  |
| Color | What colors will you use within the site to enhance the purpose and brand? |  |
| Typography | What font styles will you use within the website? |  |
| Accessibility | How will the website accommodate people with disabilities? |  |

Sketch the wireframe for the home page below: