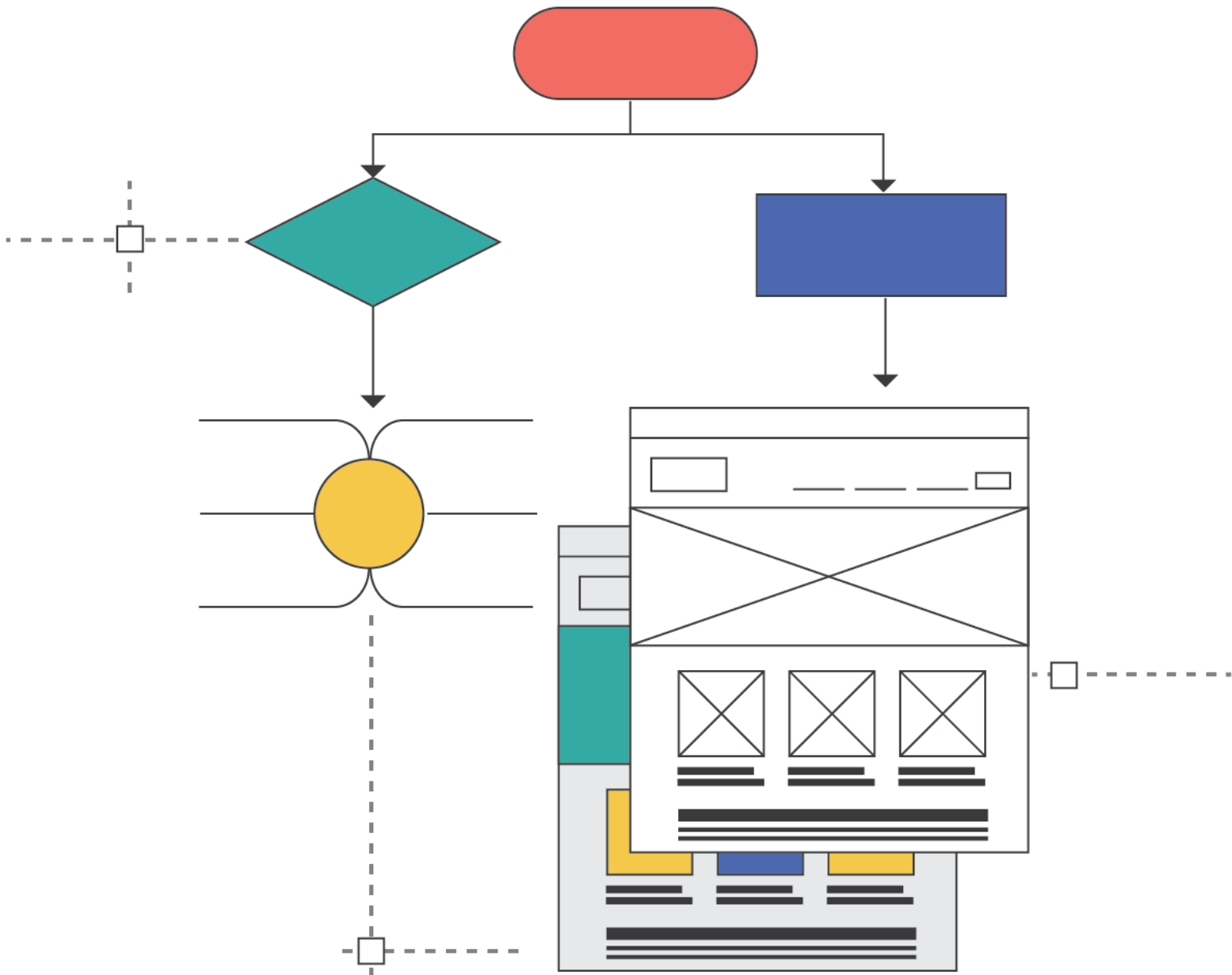


# Website Planning Template for xyz.com



# PHASE 1: PRE – PLANNING

## WEBSITE OBJECTIVES

*<What are you trying to achieve with your website? Defining your website objectives prior to building is important to clarify what you need to focus on>*

	Yes/No
Generate more traffic	
Maintain search engine rankings	
Improve lead conversion rates	
Increase brand awareness	
Improve user satisfaction	
Increase ecommerce sales	
Improve sales support	
Engage potential and existing customers	
Become an authoritative resource	
Retain customers	
Promote content online	
Get more email subscribers	
Get your eBook downloaded	

## ANALYSIS OF TOP COMPETITORS AND THE MARKET

*<Before you jump in head on, you need to know what you are getting into. A thorough analysis of your competitors and the market can give you a heads up for what you need to prepare for>*

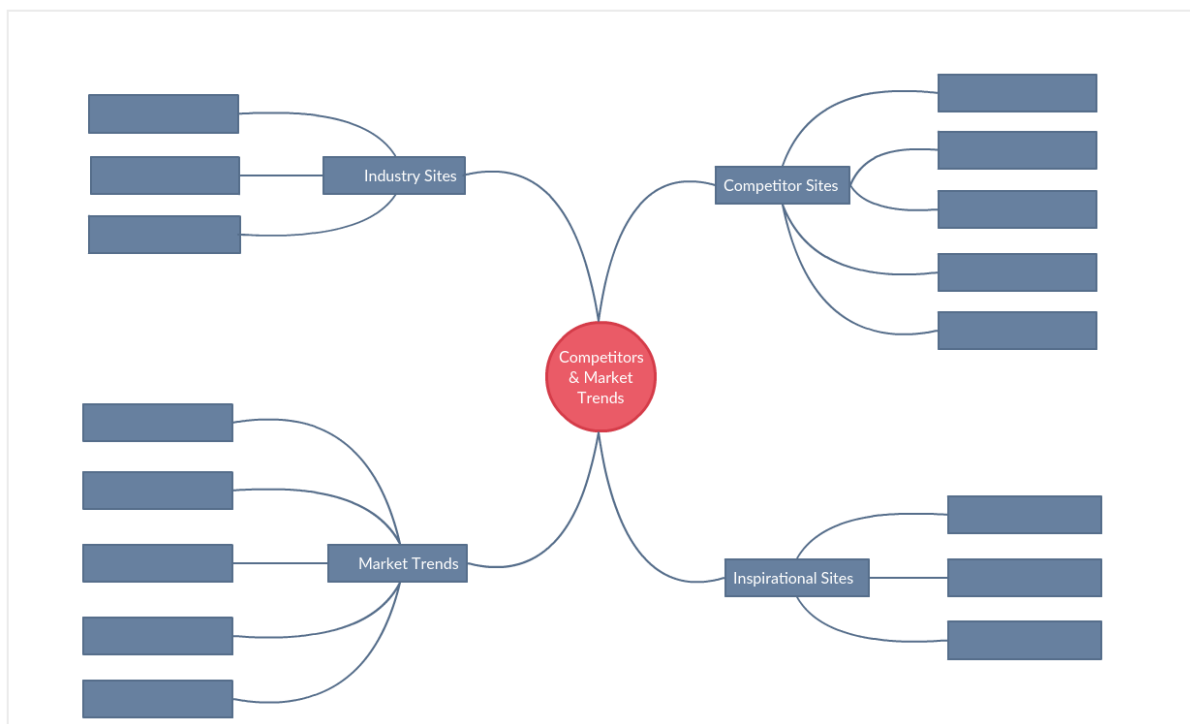
### Key Competitors:

<List down the top 5 competitors here>

### Keywords:

<List down keywords related to your industry/ market/ audience here>

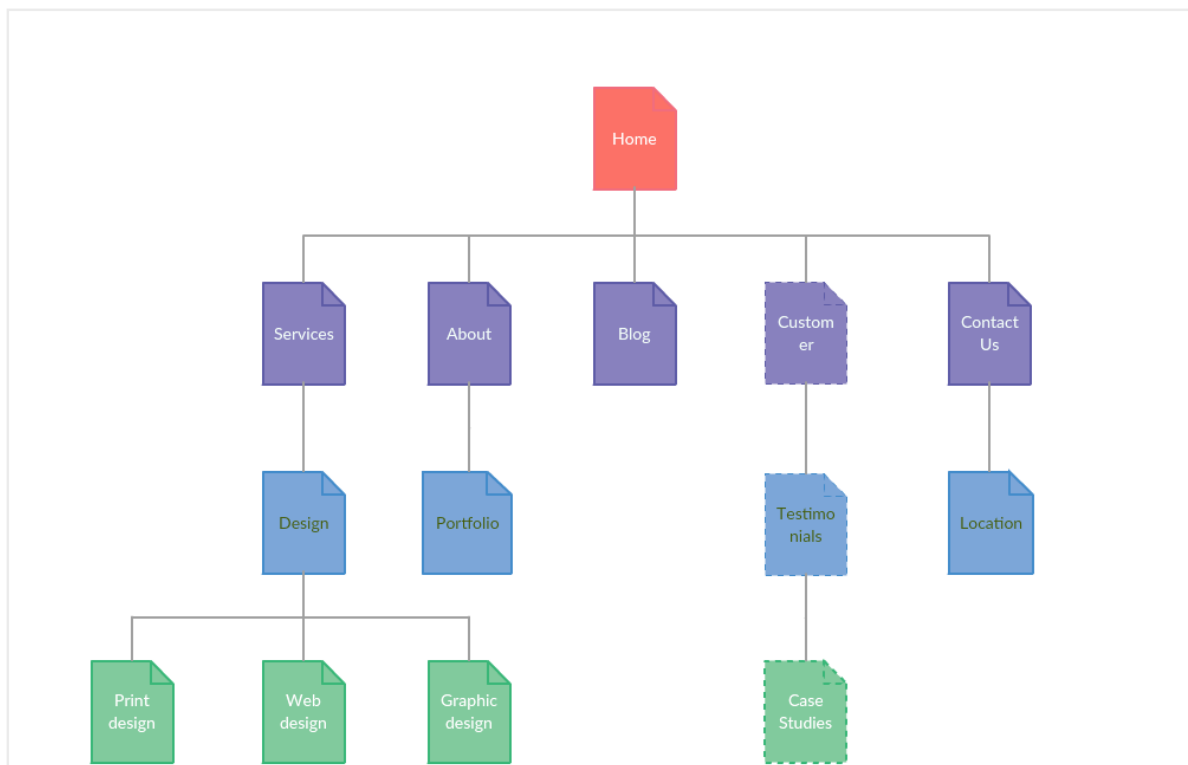
\*Use the following mind map to organize and share the information you collect on the websites of your top competitors and market trends



# PHASE 2: INFORMATION ARCHITECTURE AND USER FLOWS

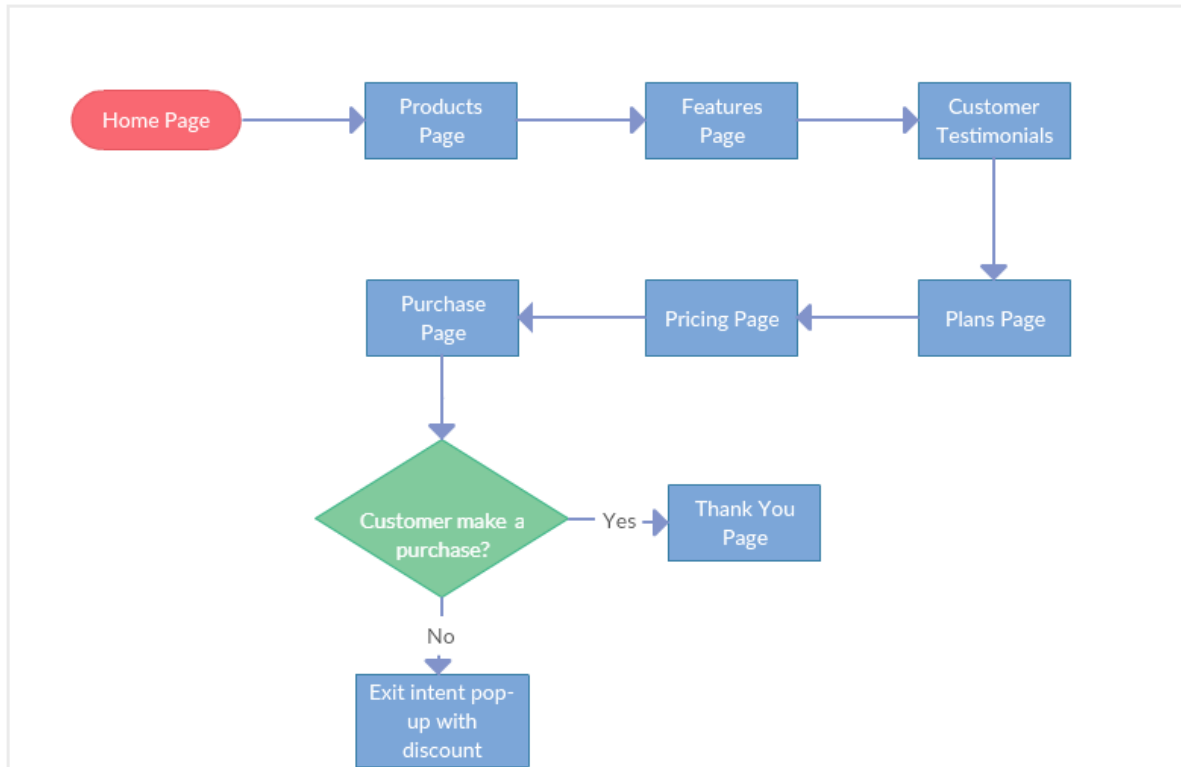
## WEBSITE STRUCTURE

*This initial map will help you when developing your site's wireframe later>*



# NAVIGATION FLOW

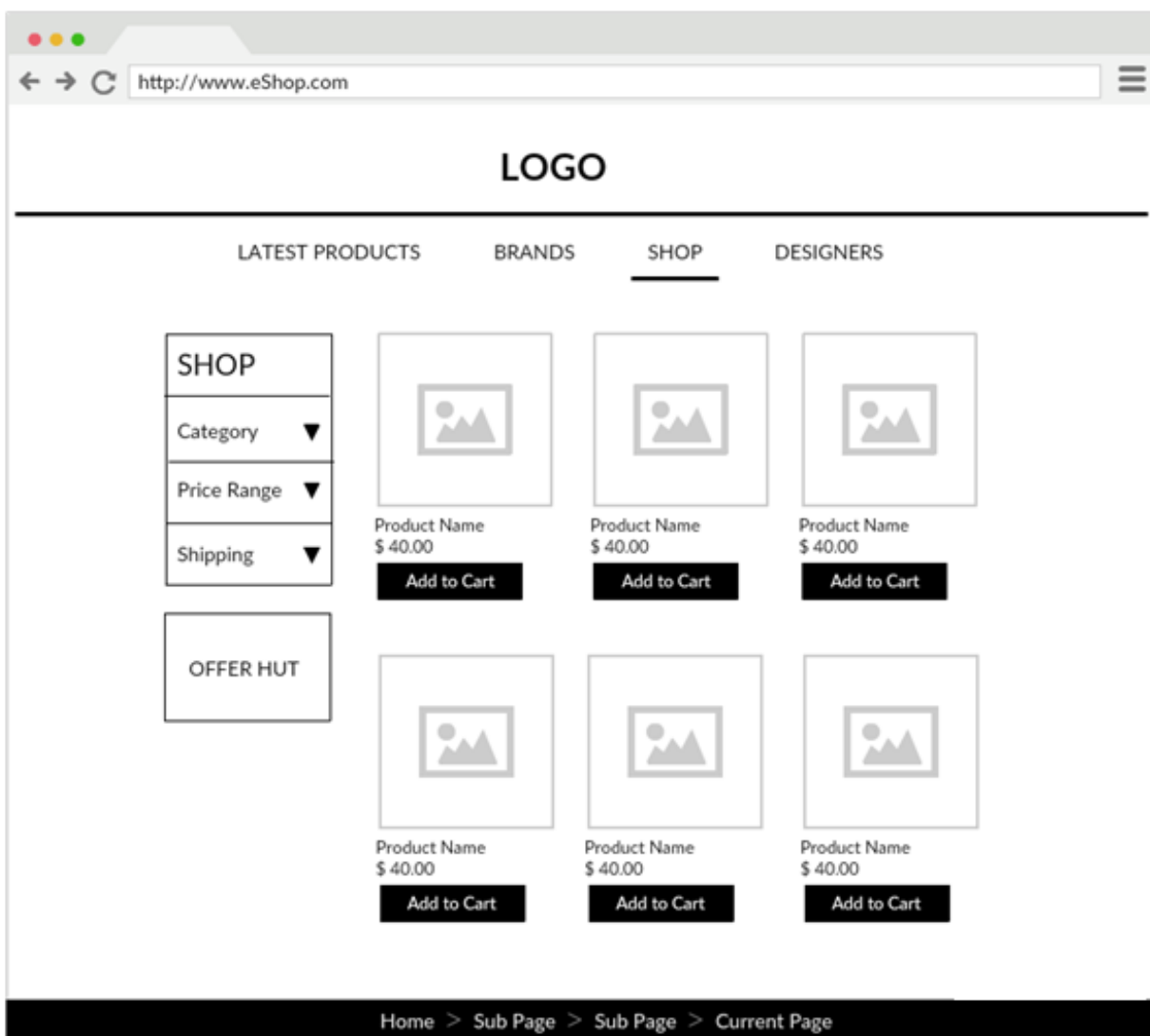
<This flowchart, how your visitor would navigate through your site. Identifying this will help you decide on the key phrases, key paragraphs, key images etc. you should place on each page>



# PHASE 3: DESIGN LAYOUTS AND SITE INFRASTRUCTURE

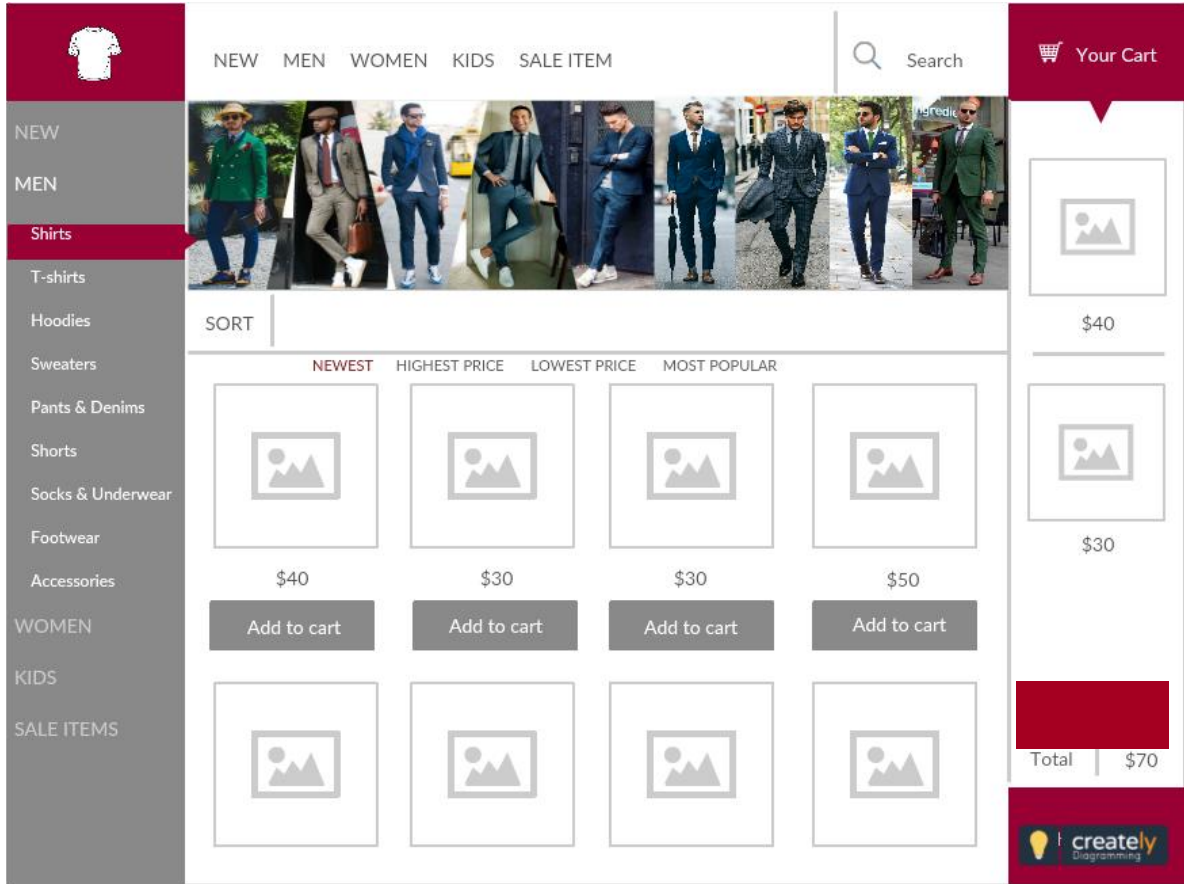
## WEBSITE WIREFRAMES

< This will help demonstrate how key interface elements should be placed on pages for a better user experience >



# WEBSITE UI MOCKUPS

<Revise the design choices for color themes, typography, iconography, layouts, and visuals of navigation with UI mockups.>



# PHASE 4: PROMOTION AND MARKETING

## website promotion and marketing

< sketch of the How to promote and marketing the website >

