

Website Planning Template

This guide is intended to help you understand the scope of your web design and development project and is free to use and to distribute.

Website Goals

Write the purpose of your website here. There can be more than one.

User Profiles

Who are your users? Write about their characteristics and interests.

Inspiration

List other companies or websites that you admire and enjoy using.

Content

Outline your content here. These can be bullet points, or you can write page titles and short descriptions.

Timeline

Use the boxes below as days, weeks, or months to estimate the length of your project.

Budget

Item or Process	Time	Cost
Total		