Website **Planner**

DreamPiF DESIGN

Planning Your Website

Your website is only as successful as you make it. But, if you're not overly familiar with how websites are built, then planning your website requirements or even choosing a platform to use can feel like a stab in the dark.

So, to make planning your website wishlist a little bit easier, we've created a huge list of features, integrations and pages that you might need on your website. All you have to do is check the boxes of the pages and features you'll need. You can also add your own fields as you go.

Once you have your wishlist, you can use it to help find and brief a website designer, find the right website template and/or choose the right platform or content management system for you.

We hope this helps you to narrow down exactly what you want and need on your website to kick your biggest marketing and business goals!

If you have questions, comments or feedback, we'd love to hear from you. You can email us at info@dreampif.com

We read every email!

Static Pages

Static pages are the building blocks of your website. These are the pages that always load the same content, need to be updated one at a time and probably won't need to change a great deal, even as your business evolves. It's highly unlikely that you'll ever need to duplicate a static page design. Select or add the static pages you might need on your website.

☐ Home page

☐ About page

☐ Our story page

☐ Why us page

☐ How it works page

☐ Contact page

☐ Start here page

☐ Privacy policy page

☐ Pricing page

☐ Terms of use page

☐ Help/customer service page

☐ 404 error page

☐ Sign up/register page

☐ Customer account page

☐ _____

☐ _____

☐ _____

☐ _____

Dynamic Pages or Sections

Dynamic content refers to pages or sections on your website that will be duplicated and added to frequently on your website. As such, making them dynamic allows you can make bulk changes to multiple pages at once and easily create new sections or pages using pre-built fields, designs and templates. Select or add the dynamic pages you might need on your website.

- ☐ Team page or section
- ☐ Portfolio or work page
- ☐ As seen in/or media section
- ☐ Blog list section
- ☐ Athors page/section
- ☐ Search results page
- ☐ Testimonials page/section
- ☐ Review list page/section
- ☐ Client page/section
- ☐ Upcoming event listings page/ section
- ☐ Job or careers list page/section
- ☐ Product features page/section
- ☐ Shop page/section

- ☐ FAQs list page/section
- ☐ News list page/section
- ☐ Service list page/section
- ☐ Product list page/section
- ☐ Call to action sections (to advertise a special offer, service or download)
- ☐ Landing Pages (for a special offer, freebie or lead magnet)
- ☐ [_____]
- ☐ [_____]
- ☐ [_____]
- ☐ [_____]

Features and Integrations

Your website should include intuitive features and be able to integrate with the software, programs or web apps so that you can streamline your workflow, enhance your user experience and support your marketing and sales activities. Select or add the features and integrations you will need on your website.

Features

☐ Social share buttons

☐ Social media feeds

☐ Media player or video embeds (audio, video, podcast player)

☐ Blog

☐ Blog commenting (Disqus, Facebook)

☐ Blog categories/tags

☐ Product categories/tags

☐ Service categories/tags

☐ Contact Form/s

☐ Subscribe Form/s

☐ Briefing form/s

☐ Mobile responsive

☐ Shopping cart

☐ eCommerce Store

☐ Compatible with latest browsers

☐ _____

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Integrations

- ☐ Email marketing software (e.g. Mailchimp, Autopilot, ActiveCampaign)

- ☐ Live Chat software

- ☐ Multiple languages per website content. Translation services

- ☐ External payment gateway (e.g. eWay, PayPal, Stripe)

- ☐ Project management software (e.g. Asana, Trello, Wrike)

- ☐ Accounting software (e.g. Quickbooks, Xero)

- ☐ External course software (e.g. Teachable)

- ☐ Calendar/meeting booking software (E.g. Calendly)

- ☐ Store locator

- ☐ Google maps

- ☐ Google Analytics

- ☐ Google Tag Manager

- ☐ Social Media Advertising Tags & Pixels

- ☐ [_____]

- ☐ [_____]

- ☐ [_____]

CMS Requirements

Your content management system (CMS) is the tool you will use to update and edit your website. Select or add the features controls and setting options you'll require from your CMS.

☐ Able to change/update imagery

☐ Able to change/update text

☐ Automatic backups

☐ Automatic software upgrades

☐ Hosting included

☐ Hosting purchased separately

☐ Able to activate SSL certificate

☐ Able to activate CDN hosting

☐ Able to access, modify and export all code

☐ Able to inject custom code

☐ Able to fully customise my website, with complete control over website design & layout

☐ Able to edit or update my website design visually (without coding)

☐ Able to upload and host images and files in a central asset library and link to those files from any web page

☐ Able to optimise website for search engines (add and edit meta descriptions, alt text, title tags, 301 redirects etc.)

☐ Able to autogenerate sitemaps

☐ Able to configure Open Graph settings for social media

☐ Able to provide team collaborators with their own login

☐ Able to create members section with login

☐ Able to track inventory

☐ Able to edit and add product variants

☐ Able to view and export form submissions

☐ Able to password protect pages

☐ Support available for CMS technical issues

☐ CMS training and tutorials available

☐ CMS support widely available

☐ Community support/forums available for CMS questions

☐ User friendly CMS interface

☐ _____

☐ _____

☐ _____

☐ _____

You Made It !

Now that you understand your website requirements, you'll be better equipped to find the right website solution and/or designer for your specific needs.

Your next step is planning the structure of your website (how the pages on your website are connected) and page content (what's on each page). Feel free to reach out to us if you need any further guidance.

Good luck!

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