

## **Website Planner**

This planner will help you to organise and define the content, objectives and target audience of your proposed website. Remember that all successful sites begin with a well defined plan so try to enter as much detail as possible. If you require assistance please contact us.

TO RECEIVE A WEBSITE PROPOSAL INCLUDING QUOTATION WITHOUT OBLIGATION PLEASE COMPLETE AND RETURN THIS DOCUMENT TO US BY POST, FAX OR EMAIL

### **Name of organisation**

### **Contact name**

### **Position**

### **Address**

### **Postcode**

### **Telephone number**

### **Fax number**

### **Email address**

### **Your Company and the New Website**

Nominate a website editor to have overall responsibility for the site

Give brief details about your organisations activities

Write a mission statement defining the main purpose of the website

Define your target audience by listing all groups to whom the site is specifically aimed

What budget has been assigned to this project? (No need to send me the answer to this question – but you need to be clear about it yourselves)

What outcome will make this project successful?

What is the proposed launch date?

### **Website Design and Development**

Is there an existing company logo that can be used? Do you want to include the NHS logo?

Are there any preferences for the colour scheme and font type to be used – such as that used on any existing stationary?

Define no more than 6 or 7 main categories into which all your proposed content can be placed. Define the main categories using the mindset and expectations of your target audience.

Heading #1  
Heading #3  
Heading #5  
Heading #7

Heading #2  
Heading #4  
Heading #6

Note:

Each main category can reveal unlimited sub headings which you can list here too if you know what will be required at this stage

List all key content to be included on the site. Content may be placed in any of the main categories listed above.

List details of photographs diagrams or maps to be included, or some idea of the sort of photographs and illustrations you will require for your site.

Give examples of websites with designs you like. This can be very helpful in find a starting point for the design of your own site.

Preferred domain name – have you registered the name?

Approximately how many web pages will be required?

Approximately how many documents will be available for download?

How often will the website need updating?

Which of the following components will be required?

- Basic online content management facility allowing editing of news articles
- Advanced online content management facility allowing access to edit all of the site content.
- Staff section with areas for the entire PHCT including optional photos
- Easy to update links section
- Google Map with pin point personalised label of your practice premises
- Site update options
  - Web based administration
  - Training and set up of [Macromedia Contribute](#) (see [website](#) for details)
  - Use your own HTML editors
- On-line request forms – can include
  - Repeat prescription requests
  - Appointment booking request
  - Simple email enquiries or
  - New patient registration
- Message board – for on-line discussions or news
- NHS or other news feeds to furnish your home page with up to date content
- Your own RSS news feed so that your more technically minded patients can keep posted of any changes on your website
- Password protected area(s) give details...
- Site search facility
- Give details of any other advanced or interactive features or components required

Additional comments