

Example Website Plan

SITE INFORMATION: Define basic website information.

URL (Domain)	BunnyRabbits4U.com
URL Registrar	GoDaddy.com
Website Host	GoDaddy.com
CMS	WordPress
Website Title	Bunny Rabbits 4U
Website Tagline	Bunnies & Rabbits: Your Furry, Floppy Friends!
Social Media Channels	instagram.com/bunnyrabbits4u twitter.com/bunnyrabbits4u youtube.com/bunnyrabbits4u

SITE MAP: Define key pages for your website.

Page Name	Landing Page	Keyword / Permalink	Description of Contents
Home	Yes	“Bunny rabbits” /bunny-rabbits	Homepage that introduces our website. This page will link to all other pages, especially landing pages so customers can get right to buying bunnies.
Pets	No	/pets	This is a summary page for all our pet offerings. This page will link to all product landing pages.
- Floppy-Eared Bunnies	Yes	“Floppy eared bunnies” /floppy-eared-bunnies	Buying Page. Include FAQs and directions to our store.
- Angora Rabbits	Yes	“Angora rabbits” /angora-rabbits	Buying Page. Include FAQs and directions to our store.
- Dutch Bunnies	Yes	“Dutch bunnies” /dutch-bunnies	Buying Page. Include FAQs and directions to our store.
Blog	No	/blog	Bunny stories, tips, news & announcements.
About	No	/about	Our mission, values & backstory.
Contact	No	/contact	Send a message, directions to our store.

Create Your Website Plan

SITE INFORMATION: Define basic website information.

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Website Host	
CMS	
Website Title	
Website Tagline	
Social Media Channels	

SITE MAP: Define key pages for your website.

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Homework: Test Your Website Plan

Select three people to interview, show your website plan, and ask:

- Do you like the website title, tagline & description? Any suggestions?
- Would the pages listed answer your questions? Any suggestions?
- What keywords would you use to find my website? Any suggestions?

Website Plan Survey

Interview 1
Website title, tagline & description?
Pages listed useful?
What keywords would you search with?
Interview 2
Website title, tagline & description?
Pages listed useful?
What keywords would you search with?
Interview 3
Website title, tagline & description?
Pages listed useful?
What keywords would you search with?
Reflect on What You Learned