

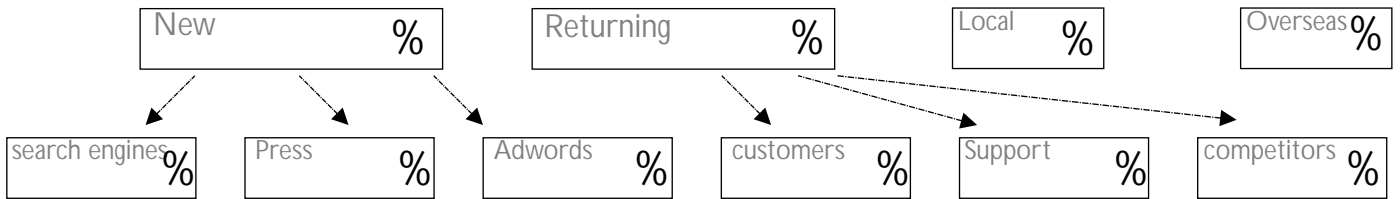
Website Planning and Performance Review

Website Address:

Date:

Website Description:

TRAFFIC SOURCE (See our website marketing strategy to learn how to increase traffic)



VISITOR GROUPS & MOTIVATIONS

	group a	group b	group c	group d
Visitor groups	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Visitor groups	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Visitor types <small>Age experience etc.</small>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total value	<input type="text"/> £	<input type="text"/> £	<input type="text"/> £	<input type="text"/> £
Reqd. action	-----	-----	-----	-----

Motivational hook path (See separate sheet. Define for each group)

Attention	Keywords and motivation before site ie original traffic source
Interest	Get there attention when they arrive
Desire	Entice them to read more or move to another part of the site
Action	Options for them to take next step. Your Goal!

Include full content inventory and bench-marking current and competitor sites

SITEMAP AND NAVIGATION

Functional Design Structure	Wireframe layout, key content layout for eye focus paths.
Usability Design Approach	Accessibility, alternate navigation routes, see usability checklist
Visual Design Concept	Branding, content design, fonts, navigation signs and action highlighters