

Introduction to WordPress: Student Site Planning Sheet

This is a worksheet for developing the structure and organization of your site's content. Please be as specific as possible. Do not move to the next section until instructed, typically 30 minutes of brainstorming.

1. Brainstorm the keywords that most describe the purpose of your site's content. Use more paper if necessary.

2. Group the above keywords into 4-7 groups of related content. Put the "title" category at the top.

3. Articles: Write the titles of a minimum of 5 articles per Category group.

1.				
2.				
3.				
4.				
5.				

4. Content Description (types of articles, article topics, used for site purpose, goals, and about page):

5. Demographics (Describe your target audience in detail - who are you blogging for?):

6. Calls to Action (key elements to direct visitor traffic visually):

7. Site Purpose/Goals (mission statement):

8. Design Elements (essential images and design considerations):

Core Content Checklist:

- | | | |
|---|-------------------------------------|--------------------------------|
| <input type="checkbox"/> About | <input type="checkbox"/> Policies | <input type="checkbox"/> Other |
| <input type="checkbox"/> References/Resources | <input type="checkbox"/> Copyright | |
| <input type="checkbox"/> Contact | <input type="checkbox"/> Comments | |
| <input type="checkbox"/> Subscribe | <input type="checkbox"/> Disclosure | |
| | <input type="checkbox"/> Liability | |
| | <input type="checkbox"/> Privacy | |