

**Website
Concept
Planner**

André Zon

Website Concept Planner

Edition #1 - 2023

This Planner was created to organize, control, visualize, and document the ideas and decisions that comprise a complete and comprehensive concept for a future website.

This Planner covers all issues related to creating a website concept. The concept includes information about the project, market analysis, concept framework, content, structure, design, and functionality.

Working with Planner starts with general information and ends with you being ready to create your own website.

The Planner's volume was designed for one website, the volume and structure of which can vary within extensive limits.

This Planner is suitable for websites of any subject.
It is an all-in-one Website Concept Planner.

It was designed for WordPress but may be suitable for other systems.

Site owners, bloggers, and content creators can use it to plan their work and document their results reliably.

This Planner is part of the Planners and Books series
"Build and Monetize Your Own WordPress Website"
of the **builddownsite.com** project.



The trademark WORDPRESS is used
under license from the WordPress Foundation.

Copyright © 2023 André Zon. All rights reserved.

Table of Contents

Links.....	5
The Project.....	6
Project Idea.....	6
Project Mission.....	7
Objective of the Project.....	9
General Project Schedule.....	11
The Project Team.....	16
Additional Notes.....	18
Market Analysis.....	23
Market Sector.....	23
Overview.....	23
Description.....	24
Trends.....	25
Niches.....	27
Searches.....	32
The Project Niche.....	37
General Focus of the Niche.....	37
Specific Niche Position.....	37
Experience and Expertise in the Niche.....	37
Popularity of Niche in Search Queries.....	38
Level of Competition in the Niche.....	38
Niche Profitability.....	38
Key competitors.....	39
SWOT Analysis.....	44
Website Unique Selling Proposition (USP).....	46
What your Product or Service is.....	46
The Target Audience.....	46
What Important Problem does your Product or Service Solve?.....	46
Unique Benefit of the Product or Service for Buyer or User.....	46
Advantages and Differences of your Product or Service.....	46
USP Template.....	47
Long Detailed Version to Read.....	47
Short Version that can be Spoken.....	47

Shortest Version that can be Used in Advertising.....	47
Additional Notes.....	48
General Website Concept.....	50
Website Title.....	50
Website Description.....	51
Website Thematic Categories.....	52
Site Content Options.....	57
Texts.....	57
Images.....	58
Video.....	59
Audio.....	60
Documents.....	61
Other Resources.....	62
Website Audience.....	63
Website Semantic Core Preview.....	64
Website Content Plan Preview.....	69
Website Promotion Options.....	74
Website Monetization Options.....	76
Additional Notes.....	78
Website Implementation Concept.....	82
Domain Name Variations.....	82
Hosting Companies Shortlist.....	83
Website Configuration.....	85
Website Design Requirements.....	90
Style & Graphic Elements.....	91
Main Pages Composition.....	92
WP Themes Shortlist.....	95
Required Features.....	97
WP Plugins Shortlist.....	102
WP Patterns Shortlist.....	104
Additional Notes.....	106
Ideas to Work on.....	111
Useful Links.....	116

Links

Domains

Choice, purchase,
registration, owning



Hosting

Hosting providers and services,
hosting quality

WordPress

About sites on WordPress
and WordPress system itself



Plugins

The best WordPress plugins
for various tasks

Themes

Selected popular
WordPress themes



General Information

Information about website development:
blog posts, reviews, books

This Planner's Page
More about this Planner



Key competitors

01

Company Name/ Website Address URL

Description and main keywords

Strong points

Weak points

Traffic, Main Sources Search Social _____

Content, Entries <1 000 1 000...10 000 10000...100 000 >100 000

Entries per Day <1 1...5 5...10 10...50 >50 _____

Monetization Banners Affiliated sales Direct sales _____

02

Company Name/ Website Address URL

Description and main keywords

Strong points

Weak points

Traffic, Main Sources Search Social _____

Content, Entries <1 000 1 000...10 000 10000...100 000 >100 000

Entries per Day <1 1...5 5...10 10...50 >50 _____

Monetization Banners Affiliated sales Direct sales _____

SWOT Analysis

Perform a SWOT analysis of your future project by qualitatively analyzing it and comparing your knowledge about it with information about your main competitors.

Strengths	Weaknesses

Website Unique Selling Proposition (USP)

Generate USP options for your project, taking into account the expected differences from competitors, projected advantages and user needs.

| **What your Product or Service is**

| **The Target Audience**

| **What Important Problem does your Product or Service Solve?**

| **Unique Benefit of the Product or Service for Buyer or User**

| **Advantages and Differences of your Product or Service**

Website Audience

Parameters of the audience for which the project is intended.

Countries and Languages

Genders

Age

Income Range

Family State

Main Vital Interests

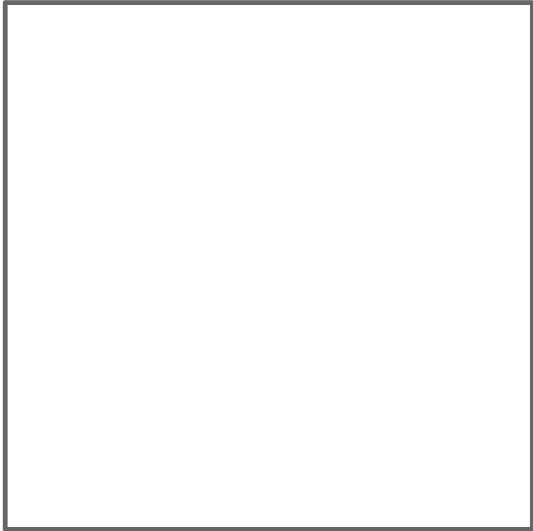
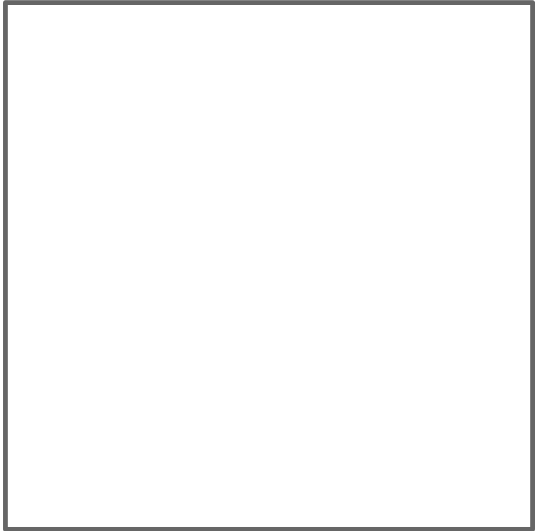
Primary Communication Channels

Education Level

Additional Notes

| **Style & Graphic Elements**

Emblem drafts, square.



Logo drafts, horizontal



Codes and examples of important colors

WP Themes Shortlist

Theme Name and URL	Advantages	Limitations

Required Features

Describe what features should be implemented on your site using plugins or patterns.

Feature Type	Feature Description

WP Patterns Shortlist

Pattern Name and URL	Advantages	Limitations