



Site Master Plan

Using the Master Plan guide for Lorelle's WordPress Lessons, complete the following. Be as specific as possible to help you flesh out your site. You will add to this form as your site evolves.

Site Title:	
Site Tagline:	
Site Purpose:	
Site Goals	
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.
Persona Summary Short Bio (Summarized from the Persona Worksheet)	



Contact Information

Contact Name:

Contact Company:

Location:

Address:

Phone Number:

Shortlink to Map:

Alternative Emails:

Note: Social media contact information listed under Social Media section.

Notes About the Site:



Members: Administrators, Editors, Authors, Contributors, etc.

Display Name	Role	Username	Email

Contributor Types: Staff Regular Contributors Guests Other

<p>Collaboration:</p> <ul style="list-style-type: none"> <input type="checkbox"/> On site <input type="checkbox"/> Off site (Google Docs, Project Manager site or service?) 	<ul style="list-style-type: none"> <input type="checkbox"/> Writing/Style Guidelines <input type="checkbox"/> Publishing Process Guide <input type="checkbox"/> Contributor Policies <input type="checkbox"/> Contracts <input type="checkbox"/> Editorial Calendar <input type="checkbox"/> Multiple Contributor Copyright Policy <input type="checkbox"/> Other
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<p>Columns/Regular Post Topics: List regular columns or topics such as Wordless Wednesdays, Word of the Week, or other themes or memes</p>	
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Content Inventory		
General Content Description and Summary:		
Content Types:	<input type="checkbox"/> News <input type="checkbox"/> Editorial <input type="checkbox"/> Commentary <input type="checkbox"/> Technical <input type="checkbox"/> Tutorial <input type="checkbox"/> Marketing <input type="checkbox"/> Products and Services <input type="checkbox"/> Catalog <input type="checkbox"/> Support Documentation <input type="checkbox"/> Downloadables <input type="checkbox"/> Photos <input type="checkbox"/> Galleries <input type="checkbox"/> Fiction <input type="checkbox"/> Memoir <input type="checkbox"/> Personal Stories <input type="checkbox"/> Podcasts <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Poetry <input type="checkbox"/> Gossip/Fan <input type="checkbox"/> Graphics <input type="checkbox"/> Cartoons <input type="checkbox"/> Other _____	
Categories: Typically 5-7 for new sites, rarely more than 12 categories	1. 2. 3. 4.	5. 6. 7.
Tags: List the most popular search terms and keywords you may use in the site to represent your content topics		



Images and Multimedia				
Required Images:	<input type="checkbox"/> Portrait(s) <input type="checkbox"/> Logo(s) <input type="checkbox"/> Business <input type="checkbox"/> Products <input type="checkbox"/> Services <input type="checkbox"/> Staff <input type="checkbox"/> Contributors <input type="checkbox"/> Industry logos <input type="checkbox"/> Industry images <input type="checkbox"/> Other			
Design Elements:	<input type="checkbox"/> Header art <input type="checkbox"/> Graphics <input type="checkbox"/> Background Image <input type="checkbox"/> Other			
Color Scheme: (colors, color themes, seasonal colors, intensity, tones)				
Multimedia: List all the types of multimedia featured on the site. Use another paper to list specific descriptions	<input type="checkbox"/> Youtube <input type="checkbox"/> Vimeo <input type="checkbox"/> Viddler <input type="checkbox"/> Other Channel <input type="checkbox"/> Audio Podcasts <input type="checkbox"/> Video Podcasts			
Favorite Multimedia Sources: YouTube channels, podcasts, and websites related to your site content that you may use in your content				
Media Files: Downloadable files such as word processing documents, pdfs, etc.	File Name	Type	Placement	Storage Location



Interactivity and Social Media

Comments:

On Off

Comment Policy: (summary)

Social Media Integration (all that apply):

- Facebook URL: _____
- Twitter URL: _____
- LinkedIn URL: _____
- Google+ URL: _____
- Pinterest URL: _____
- Tumblr URL: _____
- Flickr URL: _____
- Instagram URL: _____
- Meetup.com URL: _____
- Reddit Username: _____
- MySpace URL: _____
- Vines URL: _____
- VK URL: _____
- YouTube Channel: _____
- Vimeo/Viddler/Etc Channel: _____
- Other: _____

Social Media Integration Description:

Interactivity: Describe where the majority of your site's interactivity exchanges may occur.



Call-to-Actions: List all the graphic images, logos, badges, landing pages, and calls-to-action you wish to highlight on your site

Description	Designation	Placement

Policies

Site Policies: List the policies your site requires. If you have examples, attach them.

- Copyright
- Privacy
- Disclosure
- Comments
- Contributors
- Liability
- Accessibility
- Terms of Service
- Reprint and Permissions
- Links
- Social Media
- Content
- Disclaimers
- Event/News Posting
- Content Quality and Limitations
- Advertisements and Endorsements
- Other

Policy Notes: Make notes about policies as you encounter them to add to your site.

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Usernames and Passwords

Please remember that these are to be kept private and encrypted. You may not need all of these logins.

Web Host:	URL: Email: Username: Password:
Web Host (secondary login): Some web hosts have additional logins for support or server access	URL: Email: Username: Password:
WordPress:	URL: Email: Username: Password:
Database:	URL: Email: Username: Password: Database WordPress Prefix:
FTP:	URL: Email: Username: Password: Access Notes:



Please remember that these are to be kept private and encrypted. You may not need all of these logins.

phpMyAdmin:	URL: Email: Username: Password:
Site Email:	URL: Email: Username: Password:
Content Distribution Network (CDN):	URL: Email: Username: Password:
YouTube Channel (Gmail Login):	URL: Email: Username: Password:
WordPress.com (for WordPress.com sites, JetPack WordPress Plugin, etc.):	URL: Email: Username: Password: Description of Services:



Please remember that these are to be kept private and encrypted. You may not need all of these logins.

Facebook:	URL: Email: Username: Password:
Twitter:	URL: Email: Username: Password:
Pinterest:	URL: Email: Username: Password:
LinkedIn:	URL: Email: Username: Password:
Tumblr:	URL: Email: Username: Password:
Google+ (Gmail):	URL: Email: Username: Password:



Please remember that these are to be kept private and encrypted. You may not need all of these logins.

Instagram:	URL: Email: Username: Password:
Flickr:	URL: Email: Username: Password:
Google Drive (Docs, backups, etc.):	URL: Email: Username: Password:
Dropbox:	URL: Email: Username: Password:
	URL: Email: Username: Password:
	URL: Email: Username: Password:

