

Website Planning Guide

Plan audiences, tasks, content, technology, accessibility and ownership.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / AUDIENCE TASKS

Audience tasks

Evidence, decisions, owners and unresolved questions

NOTES

02 / CONTENT INVENTORY

Content inventory

Evidence, decisions, owners and unresolved questions

NOTES

03 / INFORMATION ARCHITECTURE

Information architecture

Evidence, decisions, owners and unresolved questions

NOTES

04 / FUNCTIONAL REQUIREMENTS

Functional requirements

Evidence, decisions, owners and unresolved questions

NOTES

05 / ACCESSIBILITY ACCEPTANCE CRITERIA

Accessibility acceptance criteria

Evidence, decisions, owners and unresolved questions

NOTES

06 / MIGRATION AND REDIRECTS

Migration and redirects

Evidence, decisions, owners and unresolved questions

NOTES

07 / OWNERSHIP AFTER LAUNCH

Ownership after launch

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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