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Are you developing a website for a medical device company? You'll need to have an organized plan to ensure that your project is successful. ClickUps Website Development Project plan Template can help you get started! This template provides all the features necessary for comprehensive project management, such as: Creating and assigning tasks, subtasks, and checklistsVisualizing progress with Gantt charts and timelinesTracking progress with built-in automation Whether it's a full website Development Project Plan TemplateCreating a website development project plan template can help you stay organized, on track, and make sure your website development project goes as smoothly as possible. Here are just a few of the benefits to you and your team when you use this template: Faster project completionLess stress and anxiety during the website development processMore accurate estimates due to detailed planningEasier communication between all involved partiesMain Elements of a Project Plan Template for Web Development project teamPrimary deliverablesCosts associated with each category of deliverableTracking and reporting requirements This template will help you track progress, organize team members and assign specific tasks, all for free. How to Use a Website Development Project Plan TemplateWhen building a website development project Plan plan: 1. Set objectives. Decide what goals you're trying to accomplish with your websitesuch as increasing conversions, gaining more customers, or launching a new product line. Use Docs in ClickUp to brainstorm ideas for objectives and organize them into categories. 2. Research & Design. Conduct research on industry trends and design elements that you want to incorporate into the website. This will give you an idea of how your site and decide on the user interface that best suits your needs. Create tasks in ClickUp to store research findings, design elements, page layouts, and user interface decisions for each page of the website. 3. Development & Testing. Now its time to start building the actual website from scratch using coding languages such as HTML, CSS, and JavaScript; or by using tools like WordPress or Wix which provide pre-made themes or plugins for easy setup. Once finished, thoroughly test the website on multiple devices and browsers to make sure everything is working properly before launching it live. Create Dependencies between tasks in ClickUp when building out functionality across different pages of the site so they can be developed in parallel but launched together as one cohesive unit when testing is complete. 4. Promotion & Maintenance. Launch your newly built website with a bang! Promote it on social media, distribute press releases and reach out via email newsletters notifying existing customers of its launch date and key features! Create custom fields in ClickUp to track analytics data points such as unique visitors per day/week/month over time so feedback can be monitored once changes have been implemented live. Related Project Plan Templates Browse Free Templ workflow and successful project delivery. Sign up for free to use this template. Available for new accounts only. Whether you're working on a new website development projects. Flowlu helps you stay organized and collaborate effectively to achieve your web development goals. Key Features Development Phases: Organize your website development project into distinct phases, including planning, design, development, testing, and launch. Milestone Tracking: Set and monitor key milestones to track project progress and celebrate significant achievements with your team and clients. Task Management and Checklists: Break down development tasks into actionable steps with detailed checklists to ensure thorough execution and timely delivery. Automate routine tasks such as client updates, content management, and testing schedules to boost efficiency and focus on strategic development. Project Overview Template: Utilize our structured template to outline project objectives, timelines, deliverables, and key performance indicators. This serves as a comprehensive guide throughout the development project by Projects Plan Template. Create a Flowlu account and go to Projects Project Workflows. Note that templates are available only on the web version. Explore the Features: Familiarize yourself with the templates features, including project. Adapt the template to fit the specific needs of your website development project. Modify phases, milestones, and tasks to match your project requirements. Initiate a New Project: Start a new website development project within Flowlu by entering details such as project title, objectives, timelines, and client information. Collaborate with Your Team: Invite your development team to the project, assign tasks, set deadlines, and provide detailed instructions to ensure smooth collaboration. Monitor Progress: Use Flowlus tracking and reporting tools to monitor project progress, evaluate performance, and make adjustments as needed to stay on track. Watch our detailed video guide to learn how to effectively use Flowlus Website Development Project Plan Template. The tutorial covers everything from template selection to customization and project management. Optimize your website development management, enhance team collaboration, and deliver outstanding results with Flowlu. See the most frequently asked questions. You can find even more information in the knowledge base. Knowledge base What does the Website Development Project Plan Template offer? The template offers a structured approach to website development, including phases such as planning, design, development process. How can It features milestone tracking, and launch. It features milestone tracking, task management with checklists, automation tools, and a project overview framework to guide the development, testing, and launch. It features milestone tracking, task management with checklists, automation tools, and a project overview framework to guide the development, testing, and launch. It features milestone tracking, task management with checklists, automation tools, and a project overview framework to guide the development, testing, and launch. It features milestone tracking, task management with checklists, automation tools, and a project overview framework to guide the development, testing, and launch. It features milestone tracking, task management with checklists, and the project overview framework to guide the development framework to guide t adapt the template for different types of website projects? You can adapt the template by customizing the phases to match your projects specific needs, setting milestones based on key development stages, and modifying tasks and checklists to align with your project requirements. The project overview framework can be adjusted to fit different types of websites and client goals. How does the template facilitate team collaboration during the project? Invite your development team to the project, assign tasks with clear instructions, set deadlines, and use Flowlus collaboration tools for real-time updates and communication. The templates task management and tracking features help ensure that all team members are aligned and working towards the same goals. Get your projects up and running in no time Start your free trial today to use this template. Available for new accounts only. Get Started Now Success. Your request has been submitted. We'll contact you soon. Error. Something went wrong. Please try again later. Coupon is Copied to Your Clipboard. Designing a website goes far beyond aesthetics. Youve got content strategy, user experience, marketing funnels, and code to think about too. And if you want to launch your website on time and budget without cutting back on quality, your first step should always be a project plan. We created a free website planning template to help you tackle your next web design project with ease. Use this ready-to-go framework to knock out a successful website project plan efficiently. Developing a website? Heres why you need a project plan framework to knock out a successful website project plan efficiently. Developing a website project plan efficiently. work quickly. But taking time to create a thoughtful web development plan can make all the difference between stress and success. Youve probably heard it said before: Failing to plan is planning to fail. And thats especially true with website project plan leaves deadlines, dependencies, and scope unclear. And confusion over any of these inevitably leads to delays. Writers, designers, and developers will spin their wheels trying to get it right, meaning more time spent on revisions. And theres no source of truth to keep scope creep from wrecking your timeline. No matter how busy your team or eager your stakeholders are to get started, the extra time it takes to put a clear plan in place is absolutely worth it. Everyone will be happier with the end result, and it will be a whole lot easier to finish on time and budget. Now that you know why planning is so important, lets break down how to create a project plan for your website design. Website development process checklistWebsite projects typically include the following phases, which can be adjusted based on the timing and discovery phase lays a solid groundwork for success. Think of it as your chance to set a clear vision and scope for your site, while learning as much as you can about your users and competitors. Here are the steps youll want to take to start your web design project off right. Set clear website goals. Everyone involved in the website project should know why its being created or redesigned. Define the overarching goals (e.g., sales growth, lead generation, community education) and what actions you want visitors to take. This will inform content and design and make it easier to deliver the desired results. Formulate a budget sets clear parameters around the scope of the project time, and when to call in reinforcement from third-party resources. Do a competitive analysis. Its important to understand the landscape of options your customers have at their fingertips. Research competitive analysis. Its important to understand the landscape of options your customers have at their fingertips. Research competitive analysis. Its important to understand the landscape of options your customers have at their fingertips. customers. Conduct user research. Dont forget to include users in the discovery phase of your website project. Develop buyer personas and customer journey maps to understand your audience better. Do usability testing to see how people interact with your current site (or competitor sites if youre building a new one from scratch). Use those findings to guide your content and design strategies. Document project requirements. Project requirements define what your website should do and/or include. Work closely with your stakeholders to spell out the features, functions, and tasks that need to be completed to deliver a win. Capturing these details before work begins can go a long way in avoiding delays and discontent later. Establish your project team and roles. Burnout can be a real drag on productivity. So figure out who has the bandwidth to do the work on timeand what role theyll play in the projects successbefore you start handing out assignments. Use a RACI chart to define roles and responsibilities so theres no confusion about whos doing what once work gets underway. Kick off the project. Your team and stakeholders should be on board with the plan before its locked in. Get everyone together to review the timeline and requirements, and be sure to leave room for feedback. 2. Content strategy & architecture Content gives voice to your brand and sets a foundation for building trust with your audience. These steps can help you structure and write content, and research SEO opportunities. Then work with stakeholders to identify gaps and determine what needs to be created. This is also a great time to make sure youre up-to-speed on the brand voice and style. Create a sitemap outlines all the pages on your site and how they relate to each other. This ultimately helps Google know how to crawl your sitebut it also provides a basic framework for building content out page-by-page. Write content. Now its time to get to work writing! Digital attention spans are short, so keep messaging clear, simple, and concise. Your audience should always be the focus of your content. Build content around their needs and desires, and make it easy for users to find their way from problem to solution quickly. Establish a process for upkeep. Web content can go stale fast. Be sure to map out a process for keeping it fresh and compliant once your site goes live. That way theres no confusion about whos in charge of updates. 3. Visual design & prototypingWhile content begins beforeand even informsdesign, these phases typically overlap. Work in tandem to ensure content and design align closely to deliver a positive user experience. Create a mood board. A mood board captures the visual elements of your design concept and may include colors, fonts, branding, and image styles. Use this collage to communicate your general vision to stakeholders and get buyin on the look and feel of the website before going all-in on design. Build out a wireframe. Give shape to the user experience by sketching out how content will be structured on your web pages at a high level. Wireframes help further define content needs and provide another handy tool for securing stakeholder buy-in early on in the design phase. Design a mockup or prototype. Once youve nailed down your design direction, bring your vision to life by designing a prototype. Loop developers in on your mockup to ensure youre final design off to the dev team for build-out.4. Website build & developmentIts finally time for your content and design to come together into a functional website. Many web developers use the Agile methodology to get work done. Feel free to build sprints into your gantt chart or set up a Kanban board for your project to ensure your process aligns with their preferred workflow. Frontend development: This step is all about delivering a smooth experience for users. Front-end developers apply the visual styles to content and pages and add interactive functionality to the site, like video, animation, and navigation menus. They also work to ensure your website meets accessibility standards and is responsive across devices. Back-end development: Back-end developers handle server-side programming for the website. This may include creating and managing databases, coding the business logic, and connecting the front-end sites to back-end systems or external services. Not all websites will require back-end infrastructure.5. Final site review & QA testingAll the pieces and parts have come together, and youre almost ready to launch! The only thing standing between you and going live is final review and QA. Do one last check to clean up copy, test buttons and forms, and ensure your website looks good on multiple devices.6. Website launch & promotionIts all systems go at this stage! Rally the troops to deploy your new website and promote it across all your marketing channels. Be sure to celebrate this major milestone as a team!7. Maintenance & monitoringDont forget to determine how youll have a game plan in place to ensure your website keeps up with industry trends and customer needs as they evolve down the road. Website project plan example and templates now that you know the website development project plan example and templates works, lets take a look at how these basic steps come together in a plan. Gantt chart example for website development project plan example and templates works, lets take a look at how these basic steps come together in a plan. Gantt chart example for website development project plan example and templates works, lets take a look at how these basic steps come together in a plan. Gantt chart example for website development project plan example and templates works, lets take a look at how these basic steps come together in a plan. Gantt chart example for website development project plan example and templates works. your website project plan so everyone can see how work is progressing and where things are falling behind. Think of it as a birds-eye view of all your tasks and milestones. Heres an example of a website development gantt chart we created in TeamGantt to schedule and track project tasks on a visual timeline. Save time with our free online website planning templates Create your own project plan with our free online gantt chart template for web development projects. Using a template cuts down the pipeline. Need to factor extra steps like photography or videography into your plan? Give our multimedia website project plan template a try! How to use TeamGantt to manage your website project plan and track your next website project easily in TeamGantt. Set dependencies between related tasks Website development tasks typically have to be completed in a particular order. For instance, you cant efficiently build a website without creating content tasks on your gantt chart so work gets done in the right order. Use milestones to track key website meetings, dates, and approvals Call out key dates, deadlines, approvals, or deliverables in your website project by using milestones. Hit your leam to update progress as they complete tasksTeamGantt makes it easy to invite your team to the project. Once youve assigned team members to the website project, remind everyone to update the percent complete as they work through their tasks. That way you dont have to spend time chasing down updates. Centralize important project notes, updates, files, and approvals Collaboration is easy with TeamGantts discussion feature. Post detailed instructions in the Notes section, or attach key documents, like the creative brief. Upload content drafts or design mockups for review, and capture feedback and approvals in the Comment to notify them about important updates. Use a project board to create a Kanban workflow for your teamIf some folks arent too keen on managing day-to-day tasks in a gantt chart, use Board view to set up a Kanban workflow for your team. This view automatically converts all your gantt chart tasks into project board example below, we created columns for To Do, Doing, and Done and set the To Do percentage to 0% and the Done percentage to 100%. Review project status with your team in List viewList view for a clean and simple view of task start and end dates. You can drag and drop tasks to rearrange the order, update progress, track time, or collaborate on tasks easily in this project view. Identify scheduling conflicts early in Calendar view enables you to turn your gantt chart into a calendar view enables you to turn your gantt chart into a calendar in one click. That makes it easy to see how tasks are stacking up on any particular day, week, or month and resolve bottlenecks ahead of time. Open multiple projects at a time, then switch to Calendar view to see where things get too crunchy for your team. Create a website planning template for you in TeamGantt so you can jump right in! Customizing the template is quick and easy, thanks to TeamGantts drag and drop simplicity. And since everythings online, your whole team can collaborate on activities in real time. Try TeamGantt for free today, and save time on project setup with our easy website planning template! Designing and building websites involves many steps and moving parts. A website project plan template can make this process easier.TL;DR:Every website build needs a project timeline and roadmap to track progress and keep stakeholders updated. A project plan template helps designing this roadmap. Use this to hold team members and freelancers accountable, ensure stakeholders send assets on time, and manage the website build in real time. This plan and free template includes everything you need to plan and prioritize assets, visuals, design, and development sprints, and automate the process. Read on for details What is a website project plan template? A website project plan template? A website project plan template is a document you can use to roadmap a website design and development project. You can use this for end-to-end project management, from idea through to launch. With a website project plan template, you can: Better manage time and resources faster and more straightforward. Simplify your client website projects with this free project plan template for agencies. Website Project Plan Template here (Google Docs). Using a template helps a busy agency in several ways: It outlines the project's scope, timeline, milestones, dependencies, resources, and client communication pointsProject managers can plan the budget, time, and resources from the client or third parties, like graphics, documents, images, videos, and web copyIt clarifies when client input or feedback is needed on design, beta testing, and final testing before launchIn this template, we include: A Project OverviewScope of WorkDesign & Branding GuidelinesSEO & Content Strategy (Web Copy)Timeline and Project MilestonesBudget, Time & Resource AllocationInternal & Client Communication PlanLet's explore these components. 1. Website Development Project OverviewEvery web project starts with a brief description of objectives, such as why the website is being built, and a list of stakeholders/team members. The first step is the onboarding or discovery phase. Here, you need to understand: The target audience (personas) and purpose of the website is being built, and a list of stakeholders/team members. The first step is the onboarding or discovery phase. Here, you need to understand: The target audience (personas) and purpose of the website is being built, and a list of stakeholders/team members. The first step is the onboarding or discovery phase. products/services and how these are reflected in the website's design and build a website for them. Its a website overhaul project (also known as a redesign), so youve already got something to work with. In most cases, the discovery process starts before a client gives the go-ahead. Whether youve pitched cold or theyve come to you, the aim during this phase of the project is to understand: What a client wants from a new website and functionality needed to achieve their website/marketing goals: a B2B SaaS website requires different features than an eCommerce siteHow to make this website stand out against their competitorsWhat the clients already have vs. what they need and/or whos delivering aspects of the project. Until youre clear on every element of the project and expected timelines, its impossible to give them an accurate price for the work. Thats the aim at this stage of any website project. How-to: For most web dev and design agencies, the best way to scope out a new client project is by using an onboarding questionnaire and a discovery call. Its helpful to do both: a questionnaire first, if possible, and then a discovery call to collect further details from a client. With this information, you can map out the scope of work (SoW) and give the client a final price and timescale for the website project. Scope of Work (SoW) and functionalities. Including: A list of deliverables like web pages, features, and functionalities. The technologies used to develop the website e.g., WordPress, Drupal, Webflow, or static codingHosting solutions you want to useDocument everything in the SoW to refer back to during revisions and ensure client requests fit within the project scope. Example: With all the information collected from calls with the client and the onboarding questionnaire, you can map out the scope of work (SoW). Don't leave anything out. This should include a detailed list of every element of the website project and whos delivery end dates and deadlines. So, if a client has hosting and needs to get you logins, this needs to be provided at project kick-off, not three weeks later. The same applies to any design assets such as logos, and questionnaires. It should outline everything your agency is delivering, with a price, timescales, and intermediate milestones. An effective SoW should also include deadlines for when a client or another agency is doing these then they need to be included in timescales and costings. You can use this SoW to map out individual tasks within your PM suite and notify the client of when they can expect to review elements for feedback. 3. Design & Branding Guidelines. These can come from the client or be created by your team, depending improving on what theyve already got as part of the website project, then you need raw (design) files. If the client wants to start from scratch then its helpful to get a design brief from them. Do they have a vision, a look theyre aiming for? How-to: During the onboarding/planning process, ask the client for all relevant design files. Or if they want you to design something from scratch, make sure to get a handle on: How do you want the logo and website to look like? Are there any brands, businesses, or competitors you like the look of? Are there any colors, fonts, or other graphic ideas you want us to incorporate into the design? 4. SEO & Content Strategy (Web Copy) SEO and content strategy are more than just filling pages with the right words. You need to know: The client's core messaging, USPs, and CTAsThe purpose and content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords, including title tags and metadataWho is providing the content of each pageSEO keywords. website is a few years old and not performing well, then new SEO-optimized web copy, alongside a redesign, should make a big difference. When mapping out SEO and web copy work, its useful to know: The websites size (e.g. number of pages, products) Has any SEO keyword and competitor research been done? If your agency is doing the SEO, then this needs to be factored into the scope of work, project costs, and deliverable timescales. How-to: Delivering on SEO involves having a copywriter or freelance SEO implement the following for a client: Understanding the audience and website goals. Is it B2B SaaS, service, or eCommerce? What does the client need the website to achieve? Keyword research. What keywords does the website need to target? How can it beat competitors? Mapping to content (blogs/pages). Which keywords are mapped to which pages, and how can SEO content drive traffic? Technical SEO optimization. Also known as on-page and technical SEO optimization. Also known as on-page and technical SEO optimization. website project. Measuring and optimizing. This is done over time, once the website is live, and can be delivered as ongoing retainer work. You could be quoting for this work and delivered on schedule within the project plan template. Either way, its important to know whats expected and how it factors into the project roadmap, deliverables, and tasks you assign to team members. 5. Timeline and Project Milestones for the website's designDevelopment: building the website with chosen technologiesTesting & Feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from testing is essential to identify and fix bugs before launchLaunch: going live and gathering feedback from the feedba project overview, scope of work, and details about the design and web copy elements, you can map out a clear timeline and project milestones. How-to: In many ways, this is quite simple. You could do this in a document (e.g., using the free template in this post), before implementing it via the project management tool. Simply outline the following for every element of the website design and build project:Deliverable X by Y dateInternal feedback and review of the above by Y dateInternal feedback and review of the above by Y date...and keep doing that for every element that needs delivering, including whos providing feedback. Then use all of this to outline the roadmap and milestones with the client and create each task into your PM tool so you can start assigning the work with the relevant deadlines. Pro Tip: Whenever possible, always give yourself a day or two of room to spare between when a client needs to provide feedback and when the team needs to get on with the next phase of the project. For testing and feedback, tools like Marker. io, you can: Gather detailed bug reports with automatic environment and record logs capture Receive visual feedback with screenshots and annotations Sync bug reports automatically with your project management tool of choice (e.g., Jira, GitHub, Trello, Asana, and others)Use session replay to understand user actions before a reportAnalyze network requests as if you were using the testers dev toolsReporting a bug through Marker.io is a simple three-step process for reporters:Click the button when theyve found a bug. Fill out the feedback form and input details. Click on Report Feedbackdone. Everything reported through the Marker. io widget will go straight into your project management tool. This saves a lot of time compared to receiving fragmented pieces of feedback via email, Slack, Zoom calls, and other channels. Try Marker. io for free today to save hours on bug tracking and feedback management. Pricing: Starts at \$39/mo.6. Budget, Time & Team or Tools Resource Allocation freelancers aspect of a website project should take so you can figure out the cost and, therefore, the profits. How-to:Look at every aspect of a website design and build project and break them down into the following:Person doing the work = hourly rate x hours worked on X (e.g., logo design) + feedback + internal + client communication team + SaaS tools for the work / per user or number of hours the tool was used for = Cost for deliverable profit. Pro Tip: Do that for one project and youve got a better idea of your average profit margins. Make this an SOP or KPI for everyone in the company and youve got a fantastic way to increase margins and profits. 7. Internal & Client Communication plan is crucial for smooth project execution. It should cover: Team communication plan is crucial for smooth project execution. It should cover: Team communication methods and schedules; Reporting structures and tools; Client check-ins, status updates, and feedback sessions, ensuring clear responsibility. Example: Have a process and a single set of tools for client and internal comms. Dont overcomplicate it. If your team uses Slack, great, then ask if clients want a dedicated Slack channel for their project timeline. For QA testing and client feedback on the website, youll need a bug reporting tool. Naturally, we recommend Marker.io, especially as every piece of feedback goes into your PM suite. How-to: Design a one-size-fits-all internal and client-facing comms process. Make it part of the client onboarding process. Give the client onboarding process. Give the client the relevant logins and access on day one, and make sure they know who theyre engaging with daily so that messages dont get mixed up.Download your free website project plan template here (Google Docs). Wrapping up... We hope these 7 steps help web dev projects for clients? Let us know by e-mail or on Twitter! 175 new websites go live every minute. But while website development projects are common, theyre far from easy. Without a clear website project plan, things can spiral think missed deadlines, disorganized teams, and scope creep, all combining to create unhappy customers. Luckily, thanks to the almost 1.2 billion websites worldwide, theres a lot of knowledge out there to draw from to plan the perfect new website to build on time and without chaos. This article provides an easy-to-use checklist so you can deliver your next web design project team, helpingeveryoneunderstand what needs to be done, when, and by whom. Project plans align everyone on the goals, objectives, scope, tasks, and risks of a project while helping you avoid unnecessary delays and spend. To create a project plan, start by defining the project specifics before diving into a detailed scope of work. Once thats agreed upon, break down your tasks, plan out the schedule, and put it all in your project specifics before diving into a detailed scope of work. management tool to track going forward. Toggl Plan are the perfect partners for planning and managing projects, giving you full oversight of your schedule and milestones while tracking your teams time and cost. A website project plan is a structured roadmap that guides the entire process of building or redesigning a website. It outlines the projects goals, scope, timeline, tasks, and responsibilities, ensuring everyone involved knows what needs to happen, when, and by whom. Theyre pretty handy, so we believe all web projects should have a project plan period. You see, creative web design projects have many moving parts and often require multiple rounds of redesign revisions. Without a plan, you risk getting caught up in this noise and complexity, leading to: Wasted time on endless discussions that put you behind schedule Spending budget you dont need on costly resources Delivering poor quality outputs that dont meet your objectives A good project plan avoids these pitfalls by setting a clear foundation of the what, when, how, and who of a successful delivery. This includes: Defining the projects goals and objectives to align everyone on what success looks like Setting down the step-by-step tasks, how long each one will take, and their costs Scheduling the work to highlight any dependencies or bottlenecks Assigning the right team members to each task to create ownership and accountability Uncovering the risks that might trip you so you can take action to avoid them Sure, any project can still go wrong, but you exponentially increase your chances of success if you have a good project plan template to lean on. Lets break down the steps to planning a fantastic website design and development project. These tips are a mix of our experiences, feedback, and input from our agency customers, who are building new websites every day. Of course, these tips are a high-level guide. You should always adapt them to suit your processes, workflows, and clients to deliver the best results. Before racing into planning your project, step back and clarify what youre delivering. Definition is about uncovering and agreeing on the project specifics, including questions like What does success look like? or Who is the target audience? Heres how to break it down. Work with your client to learn why they need a website project. Whats wrong with the website they have right now whats working and what isnt? Alongside this, understand how this project contributes to their broader company strategy. Are they need to improve their e-commerce user experience? Whatever it is, get clear on your clients why to maximize your chances of delivering something high-quality and impactful. Example: GreenNotes creates premium, 100% recycled notepads for consumers and businesses, enabling them to do their jobs while reducing their environmental impact. Having grown to \$100,000 revenue per year, their strategy is to increase revenue to \$500,000 in 3 years through a digital-first transformation. Once you know the background, get clear on the future and what success looks like from a successful website design project. Work collaboratively to define your goals and objectives framework: SMART Specific, Measurable, Achievable, Relevant, Time-bound PACT Purposeful, Actionable, Continuous, Trackable FAST Focused, Aligned, Specific, Time-bound OKRs Objectives and Key Results WOOP Wish, Outcome, Obstacle, Plan Example: GreenNotes set five objectives for their website project to meet their strategy goals: The team plans to optimize the website for search engine optimization (SEO) and be compatible with Google Analytics. The website will receive at least 10 unique users with a 5% conversion rate within six months of go-live. The website will rank in the #20 on Google for 5 relevant keywords within one year of go-live. To define design aspects such as color schemes, landing pages, and page layouts, its important to know who the clients customers and target audience are. The best website design projects optimize the functionality, usability, messaging and tone for the target audience, maximizing adoption and engagement once the website is live. In most projects, this information comes from the clients themselves. But in some instances, they may ask you to support with persona mapping, competitive analysis, or target audience definition. Example: GreenNotes has a solid understanding of its target market, which is broken into two categories: Eco-conscious professionals aged 30-50 who need high-quality notepads for their day-to-day work Organizations buying premium notepads for events with a focus on sustainability Projects are people-focused endeavors, so be clear on whos involved, both within your organization and from the clients are people-focused endeavors. side. Specifically, assign a project sponsor, the Head of Sales & Marketing, to lead the project and make decisions. Example: GreenNotes nominates a Project Sponsor, the Head of Sales & Marketing, to lead the project and make decisions. They also bring a Sales Executive, Brand Associate, and Marketing Manager into the wider project team to support the agency development team. Once youve set the project foundation, create a detailed scope of work (sometimes called a statement of work) that aligns everyone on exactly what the project includes and excludes. The process of creating a scope of work defines the deliverables (such as wireframes, prototypes, or content strategy drafts) and establishes boundaries to avoid unnecessary scope creep later on. Heres how it works. Project requirements are the specific features, functions, and outcomes that stakeholders expect from a project. Capturing these with your stakeholders is a great way to build your project scope. In most cases, project teams will host requirements workshops, working collaboratively with stakeholders to uncover what they need. This is a crucial part of website planning, delivering a clear view of whats requirements. In total, they capture over 50 requirements, including: The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must allow integrations with other systems From your list of requirements, including: The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must allow integrations with other systems From your list of requirements, including: The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must allow integrations with other systems From your list of requirements, including: The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must have a homepage to host key information Product pricing should be clearly visible and display any eligible customer discounts The website must have a homepage to host key information Product pricing should be clearly visible and the product pricing should be clearly outputs for the project team and sets the baseline for the projects progress. Define this clearly to remove ambiguity from the brief. This is especially important for a design agency, as profit margins can quickly erode if the project experiences scope creep later. On the flip side, a good scope of work will also clearly define whats out of scope. This is an appropriate team and sets the baseline for the project experiences scope of work will also clearly define whats out of scope. This is an appropriate team and sets the baseline for the project experiences scope of work will also clearly define whats out of scope. This is an appropriate team and sets the baseline for the project experiences scope of work will also clearly define whats out of scope. important addition thats often forgotten. Defining whats out of scope sets clear boundaries and aligns everyones expectations from the start. Example: After further discussions, the project team agrees with GreenNotes that the following items will be in and out of scope: In Website build of 15 web pages, including building the website structure on WordPress In Redesign of GreenNotes branding and marketing materials, including social media, logo, fonts, and style guide Out Custom website development using HTML or CSS Out Copywriting will be completed by GreenNotes and provided to the project team for upload Like many parts of good project management, its best to formalize your scope in an official scope of work document. This gives everyone a clear point of reference if theres any ambiguity or conflict later. Learn more by checking out our step-by-step statement of work guide. All projects follow a very similar lifecycle, and a website redesign project is no different. To keep everyone on track, we recommend breaking your project down into logic stages, each including clear objectives and activities. Heres an example of the types of phases you could use on your website build. In this phase, you establish the foundation of your website build. In this phase, you establish the foundation of your website build. In this phase, you establish the foundation of your website build. In this phase, you establish the foundation of your website build. In this phase, you establish the foundation of your website build. the design of your website pages. This is a highly creative phase, where youll work closely with the client to generate concepts and tagline Finalizing logo, color palette, fonts, and page layouts Creating a sitemap that shows all the website pages and the relations between them Purchasing a domain and hosting services After confirming the outline of your website, gather all the content required for the website. The sitemap and the page layout styles created in the previous phase guide the necessary content. You may find that some content is already available from the clients current website or other marketing materials; alternatively, work from scratch if things require a refresh. Typical real-life activities in this phase Identifying the types of content, testimonials, privacy policy, terms of use, FAQs, etc. Deciding on client-side, internal, and external content creators and providers Creating/updating/receiving the text and graphical content The project team starts designing and developing the websites pages using a chosen development methodology. Activities in this phase depend on the sitemap, layouts, and content collected in the previous two phases and your preferred hosting technology. Examples of activities that happen during this phase Designing page elements such as buttons, call to actions, testimonials, etc. Designing pages hased on layout styles and content Setting up a sandbox server Converting design mockups into coded widgets and pages HTML, CSS, and JavaScript validation Developing functionalities like a blog, an e-commerce store, or a CMS Organizing and linking pages according to the sitemap Reviewing pages with clients and getting necessary approvals In this phase, you validate the websites functionality and verify that it matches the requirements you captured earlier. Depending on the clients needs, various types of testing, including functional, accessibility, and performance testing, may be necessary. In some cases, youll also need to test the website meets web standards. Providing accessibility standards for different users Testing the functionality works as expected. Checking the website is responsive and works well on all devices Troubleshooting issues, its time to put it live to the world. As part of this process, youll also hand the website over to the client, training them on the backend management tools so they can update their site in the future. Depending on the approved project proposal, youll need to perform the following activities Uploading the website to the client team to manage and update the website Creating and submitting the XML sitemap to search engines Once youve set your project phases, its time to make a detailed project schedule. This breaks down all the tasks in each phase, estimating how long theyll take and assigning an owner to each. Here are some tips for creating a project schedule: Tools such as a work breakdown structure break complex projects down into clear, manageable tasks. There are several estimate the project duration as a whole, then divide it into smaller task estimates based on experience or historical data Bottom-up: Estimate each individual task separately, then roll them up to get the full project timeline PERT (Program Evaluation and Review Technique): Use optimistic, and most likely time estimating, also complete project cost estimating. Nothing comes for free, so whether its labor costs, software licenses, or cash costs for external support, estimate the cost of each project task, too. With your tasks estimated, assign a team member to each one. Doing this early on gives you a clear view of the resources youll need to deliver the project management, so its key to have the right people at th time without causing bottlenecks or conflicts. Once youve assigned project team members to each task, you can build out a project resource plan to visualize who youll need when, enabling you to plan your team capacity. The best projects use tools to plan their tasks, create schedules, manage resources, and visualize their plans with Gantt charts. With Toggl Plan, creating a project timeline is as easy as one, two, three. Heres how it works: Click on the + sign to create a new project. Give it a name, assign a client, and add an overall estimate. From the Board or Timeline view, begin adding your tasks, including when they start, when they are added, and what they are. Once theyre created assign them to the right members of your project team and automatically add them to their to-do lists. If youre working to hard deadlines, click on a date to add a project milestone, giving you a clear target for your team to collaborate, track work, and keep tabs on your progress. More of a visual learner? Heres an explainer video to show you how to create beautifully simple project teams make is focusing solely on the functional work to build a slick website. Within your project plan, create a communications plan, too, making time for routines such as weekly check-ins, reports, and feedback sessions with your client. This is especially important in the development phase, where youll want to get feedback at the end of every sprint to align your website closely with your clients expectations. Creating a project plan is only half the battle. Once youve mapped out your tasks and resources, youve got to actually deliver a new website. Project tracking, whether its timelines, budgets, or scope, is key to hitting deadlines and ensuring deliverables meet the objectives. Once youre up and running on delivery, here are some best practices to guide you: Stakeholder management is king. Project management is a very people-focused activity, so focus on building stakeholder relationships. This can be as simple as daily project updates, weekly check-ins, or more formal touchpoints to align on progress, make decisions, or solve problems. Pay attention to risk management. The best project managers dedicate regular time to identifying, analyzing, and mitigating risks in front of them. Of course, every project will experience bumps in the road, so ringfence time to get ahead before they cause a significant problem. Automate time and milestone admin, bogging them down in unnecessary detail. Time tracking tools, like Toggl Track, simplify these processes, giving managers real-time insights into how long different tasks take and where to reallocate resources. Learn lessons to be better in the future. While most website projects share similar characteristics, no two projects are completely the same. To improve from project to project, complete a lessons learned assessment capturing what went well and what you could improve on in the future. Get comfortable with data. In the modern world of project management, its important to capture and milestone status illuminate areas of concern and enable the team to make well-informed decisions. Great, you have everything you need to create your next website project plan, maximizing your chances of success and keeping your clients happy. Remember, project management software is your best friend when planning and managing creative projects. Luckily, our two tools, Toggl Plan and Toggl Track, work perfectly together to guide you through the planning and management process. Heres what they offer: Toggl Plan is perfect for scheduling, task assignments, and visually tracking progress through its intuitive timelines. A beautiful design and simple functionality make it easy to spot dependencies, bottlenecks, and potential conflicts so you can eliminate risks before they turn ugly. Toggl Track provides crystal-clear clarity into how time is spent on each task or project phase. It strikes a balance between enabling your team to log their time without feeling like youre spying on them, with automatic timesheets reducing admin while generating instant project insights. The best news? Get started with Toggl for free, allowing you to start testing timelines or tracking your time with no upfront commitment. Create a free Toggl account and MSP-certified project professional and writer from London. James has 8 years' experience leading projects and programs for tech, travel, digital, and financial services organizations, managing budgets in excess of 5m and teams of 30+. James writes on various business and project management topics, with a focus on content that empowers readers to learn, take action, and improve their ways of working. You can check out James work on his website or by connecting on LinkedIn. Company: [YOUR COMPANY NAME]Department: [YOUR DEPARTMENT]Project aims to create a new website for [CLIENT NAME], a leading provider of [INDUSTRY/SERVICE]. The purpose of the website is to enhance the online presence of [CLIENT NAME] and provide a user-friendly platform for customers to learn about their products and services. Goal: Increase website traffic by 30% within six months of the new website design that reflects the brand identity of [CLIENT NAME]. Objective 2: Implement SEO best practices to improve search engine rankings and increase organic traffic. Objective 3: Integrate e-commerce functionality to allow customers to purchase products directly from the website. Front-End Development Development Development of the user interface and client-side functionalities. Back-End Development Jumplement server-side functionalities and database management. Content for search engines. E-commerce Integration Integrate shopping cart and payment gateway functionalities. SEO Implementation Optimize website structure, content, and meta tags for SEO.TaskDescriptionOngoing MaintenanceRegular updates and maintenance Post-launch. Paid Advertising on external platforms. TaskStart DateEnd DateGather Requirements 2054-07-07 Develop Website Wireframes 2054-07-14 Finalize Website Design Mockups 2054-07-152054-07-152054-07-07 Develop Website Design Mockups 2054-07-152054-07-07 Develop Website Wireframes 2054-07-08 Develop Website Design Mockups 2054-07-16 Develop Website Design 07-21TaskStart DateEnd DateFront-End Development2054-07-222054-08-18Back-End Development2054-09-15Content Creation and Optimization2054-11-10SEO Implementation2054-11-112054-12-08TaskStart DateEnd DateConduct User Testing2054-12-092054-12-15Launch Website2054-12-162054-12-30Project Manager: [YOUR NAME]Designers: [DESIGN TEAM MEMBERS]Developers: [DEVELOPMENT TEAM MEMBERS]Content Creation Members and Members additional resources to content creation tasks to ensure timely completion. Risk: Technical issues during development. Mitigation: Conduct regular testing and debugging to identify and resolve issues early. Regular progress updates to stakeholders through email and meetings. Slack for team communication. Weekly status reports to stakeholders.Project Manager: [YOUR NAME]Date: [DATE SIGNED]Client Representative: [CLIENT NAME]Date: [DATE SIGNED]Plan Templates @ Template.net