Your Website Design

This worksheet is designed to help you lay out the various bits of content for your website. First, take some time to list all of the items that you want on your site, perhaps on index cards. Then identify bits of content that logically go together (e.g., populations seen, information about your background, or details about contacting you).

Print out a single copy of this page and the one following, and multiple copies of pages 3 and 4 in this document. A "theme" is a major section of content that branches directly from your home page. A "subtheme" is a subsection that branches from one of your major sections. A "subsubtheme" branches from a "subtheme".

Select a small amount of content that must appear on your Home Page, and write it down on this sheet. Remember that the Home Page should be very simple, and serves mainly as a menu directing the viewer to the appropriate subtheme pages.

Then title your major theme pages. Write down the appropriate content that should appear on the major theme page. Then create a limited number of subtheme and subsubtheme pages that will branch from the major theme pages, and enter the relevant content on each.

When you are done, order your pages the way you might arrange the topics in an essay outline:

> Home page
> > Theme Page 1
> > > Subtheme 1
> > > > Subsubtheme 1
> > > > Subsubtheme 2
> > >
> > > Subtheme 2
> > > Subtheme 3
> >
> > Theme Page 2
> > Theme Page 3
> > > Subtheme 1
> > > Subtheme 2
> > > > Subsubtheme 1
> > > > Subsubtheme 2
> >
> > Theme Page 4
> > > Subtheme 1
> > > Subtheme 2
> > > Subtheme 3

That's your website content and layout. Look it over and have someone else examine it for clarity and logic. Once you have settled on the content layout, it's time to design the site itself.

If you have a particularly complex site, you may need "Subsubsubtheme" pages. For the vast majority of private practitioners, however, this level of detail should be unnecessary.

Home Page Contents

MAJOR THEME: _____

SUBTHEME: _____   **(from Theme** _____ **)**

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SUBTHEME: _____   **(from Theme** _____ **)**

SUB SUB THEME: _____   **(from SubTheme** _____ **)**