

Website Project Plan

1. Project Overview

Project name	{{Project name}}
Sponsor	{{Sponsor / decision-maker}}
Project manager	{{Project manager}}
Start date	{{Start date}}
Target end date	{{Target end date}}
Status	{{Not started / On track / At risk}}

Keep this block on page one so anyone can see the project, its owner, and where it stands at a glance. Name one accountable project manager and one sponsor who can unblock decisions.

2. Objectives & Success Criteria

- Launch {{the new website / redesign}} by {{date}} meeting {{measurable goals — e.g. faster load, higher conversion, mobile-friendly}}
- Migrate content and preserve SEO (redirects in place, no ranking loss)
- Hand over a CMS the team can update without a developer

Write objectives you can measure — “launch the new checkout by Q3 with under 1% error rate”, not “improve checkout”. If you cannot tell whether it is done, rewrite it.

3. Scope

In scope

- Discovery, sitemap, and wireframes
- Visual design and a responsive front-end build
- CMS setup, content migration, and {{key pages / templates}}
- SEO basics, analytics, redirects, and launch

Out of scope

- {{Ongoing content marketing or SEO after launch}}
- {{A separate web app, store, or portal}}
- {{Brand / logo redesign, if not included}}

Naming what is out of scope is what actually prevents scope creep. Be explicit about the work people will assume is included but is not.

4. Milestones & Timeline

Milestone	Owner	Target date	Status
Discover & sitemap approved	{{PM}}	{{Date}}	{{Status}}
Design approved	{{Designer}}	{{Date}}	{{Status}}
Build complete (templates & CMS)	{{Developer}}	{{Date}}	{{Status}}
Content loaded & reviewed	{{Content lead}}	{{Date}}	{{Status}}
QA & cross-browser testing passed	{{QA}}	{{Date}}	{{Status}}
Launch / go-live	{{PM}}	{{Date}}	{{Status}}

Milestones are checkpoints, not tasks — a handful of dates that prove the project is moving. Each should be a clear “done / not done”, with one owner.

5. Tasks & Work Breakdown

Task	Owner	Start	Due	Status
{{Run discovery and build the sitemap}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{Design key page templates}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{Build templates in the CMS}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}

{{Migrate content and set up redirects}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{QA, fix, and launch}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}

Break the work into tasks small enough to track in a week or less. Give each an owner and a due date; a task with no owner will not happen.

6. Roles & Responsibilities

Role	Name	Responsibility
Project manager	{{Name}}	Owns scope, schedule, and stakeholder sign-off
Designer	{{Name}}	Owns UX and visual design
Developer	{{Name}}	Builds the front end and the CMS
Content lead	{{Name}}	Writes/migrates content and manages SEO

Assign responsibilities to roles so the plan survives a team change. Be clear who decides, who does the work, and who needs to be kept informed.

7. Risks & Mitigation

Risk	Impact	Likelihood	Mitigation	Owner
{{Content arrives late and delays launch}}	{{High}}	{{High}}	{{Lock a content deadline; start early}}	{{Owner}}
{{SEO/traffic drop after migration}}	{{High}}	{{Med}}	{{Full redirect map; keep URLs where possible}}	{{Owner}}
{{Scope creep — extra pages/features}}	{{Med}}	{{High}}	{{Change-request process}}	{{Owner}}

List the few risks that would actually derail the project, rate impact and likelihood (High/Med/Low), and name the action and the owner. Review this table at every status check.

8. Budget

Item	Estimate	Actual
{{Cost item}} — labor, tools, materials}}	{{Estimate}}	{{Actual}}
Contingency	{{Estimate}}	{{Actual}}

Estimate the main cost lines and add a contingency for the unknowns. If your project has no budget, keep the section and write “N/A” — reviewers expect to see it.

9. Approval

Project Manager Name: _____ Signature: _____ Date: _____	Sponsor Name: _____ Signature: _____ Date: _____
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Both sign-offs confirm the plan, scope, and budget are agreed before work starts.