Web Planning Worksheet

Purpose

Why do we want a Web site? What do we expect to accomplish?

1. Objective of the site:

   Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

   __ To create a **favorable impression** of the company or organization.

   __ To **promote** a new program.

   __ To **sell products directly** taking credit card information over the Internet

   __ To encourage potential customers to **contact us by phone or mail** to buy our products.

   __ To make available **product information** to distributors or customers.

   __ To **inform** about **available services or programs**.

   __ To **strengthen brand identification**.

   __ To **disseminate** information.

   __ Other_____

2. Who is our target audience? Who will be looking for our site? Who will become interested if they reach our site accidentally?

3. What will we offer on our site? (Please state these generally; you will be more comprehensive later.)
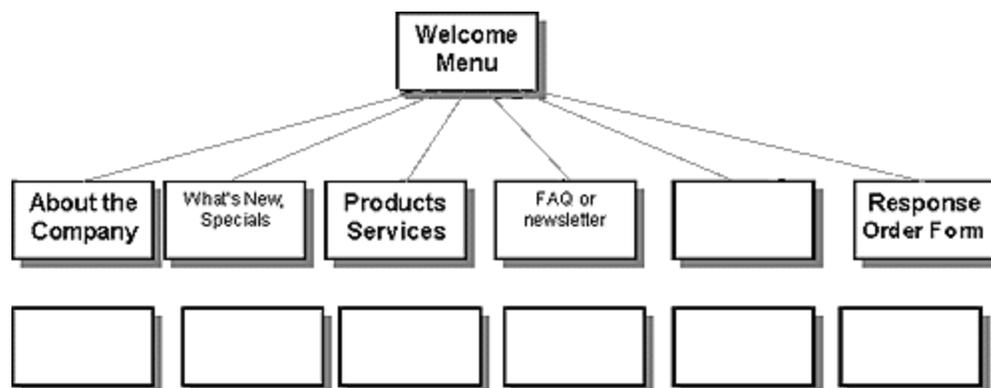
   Company Information...explanation of our services...products...online ordering...resources… links to other sites......

4. What will get them to return to our site?

2. Site Organization

Please label pages you desire and cross out the rest. Sketch in additional pages as needed

Total number of pages decided upon _____

Web Promotion:

1. How do we plan to promote/market the site to bring customers and clients?

   Submissions to: major Search Engines __ Major Directories __ Multiple of Search Engines __
   Industry-specific Directories __ General Directories __
   Reciprocal linking with others __ Internet Press Releases __
   Marketing in Newsgroups __
   Traditional Means: Business cards...letterhead...newspaper and magazine...flyers...information at our place of business...

2. How will we know if our site is successful?

3. Do we need a web site statistics analysis service to track information about our visitors?

CONSTRUCTION

How will we construct our site?

1. What will we call the site? What is the domain name or title on the masthead?

2. What key words will clients use to find us with search engines (List as many as you can, then number them in highest probability to lowest?)

3. In a 20-25 word sentence, describe our site, incorporating the most relevant key words from #2.

4. What look or appearance do we want to have?

   - Company logo?
   - Background color or texture?
   - Preferred color scheme.
   - Graphics (Clip art, scanned-in graphics or photos, scanned photo with type
   - superimposed, customized type font, created graphic, customized computer art)
   - Masthead/main graphic?
   - Navigation: text or graphic? Top or Left side menus – or both? Image maps?
   - Graphic accents throughout?
   - Animated graphics?
   - Java graphics?

5. Long or multiple short pages? Amount of text on each page?

6. Sound?

7. Video?

8. Multimedia?

9. Do we want to provide special means of communication?

   Just email form __ More extensive form __ Email Autoresponder __ Chat Line __
   Guestbook __ Newsletter __ List Serve __ Database __

10. Areas of Content: (VERY IMPORTANT). Provide a separate document with desired content, This should articulate with step 2 (Site Organization) above.

11. Flash Technology

12. Database

HOSTING

Where will we have our site hosted?

1. Hosted on another site? (www.coastsidelive.com/oursite)
2. Hosted with an Internet Service Provider without a Domain Name? (www.coastside.net/oursite)
3. Selecting a Domain Name? (www.mysite.com)
4. Hosting by the same Internet Service Provider we have a dial up connection or separately?
5. Do we want several different emails (aliases)?
6. Do we plan to add additional functionality such as database connections or web server technologies such as ASP or ColdFusion to our site in the future where we need to consider whether the ISP has the appropriate tools?

DEVELOPMENT

Who will oversee the development of the site?

1. Who is responsible for gathering information and getting it to the developer?
2. Who interfaces with the development team during development?
3. Who previews and authorizes acceptance?
4. Who will sign off on the project?

UPDATING

How will our site be maintained?

1. How often will it be updated? Which sections?
2. Who will do the updating? Do we want pages requiring updating to be done in a template so an office staff person can maintain the sections? Which sections?
3. Who will periodically check links, check competing sites to determine our competitive edge, check our status in the Search Engines?

COST

What is our budget?

1. Initial expenditure.

   Development $_____ Hosting $_____ Promotion $_____

2. Ongoing expense?

   Updates $_____ Additional Development $_____ Hosting $_____