



SITE GOALS and OBJECTIVES

In one sentence, what is the main message that you want your site to deliver?

What are the major goals of the web site?

What will your Website be about? Clarify the scope of its content in outline form.

SITE FUNCTIONALITY

Describe how the targeted audience might approach and use the Website.

What information might they be looking for?

What questions might they want to have answered?

What might they want to accomplish in visiting the site?

COMPETITIVE ANALYSIS

If you are familiar with your competitors Websites, describe the content, format and features of existing web sites that provide the same scope of services to your targeted audiences.

What content, format and features do you like that should be incorporated into this web site?

What content, format and features do you not like that should be avoided in this web site?

SITE IDENTITY

What organizational requirements or standards (such as logos, graphical representations, branding, disclaimers, contractual text, colors or other style requirements) **MUST** be incorporated into the site?

Will the Web site design concept be coordinated with existing or planned print materials?

What are some additional graphical or style items that you would like to be developed for use in the site? Where?

Are there any particular color schemes that should be used? Avoided?

Defining your Website

Although Websites arguably, are all similar in the mechanics of how they are assembled, the objectives, content, and design can vary greatly.

The questions on this page are broken into several categories that we will cover with you during our initial free consultation.

What user needs will this web site address? List as many needs as necessary but be specific.

What influence will its use be likely to have? Some possible answers include Increased awareness, new business, existing customer support, feedback, all of the above, something else?

How will we evaluate its influence?

What are the measurable activities that will be used to assess the site's effectiveness in achieving the project goals and objectives?

AUDIENCE PROFILE

Who will be the Primary audience? Secondary? Tertiary? Others?

For each of the targeted audiences...Where are your prospects located? This can be in the form of worldwide, the US, specific states, counties, towns or a radius in miles from your business location.

Are there any particular groups of people you are hoping to reach based on age, sex, or both?

What information do they need to accomplish these goals?

Once they are at your site, what else might they like to see?

Is there specific information you would like to collect about the people visiting your site?

Have you considered the types of interactions you would like to accomplish using the Website? For example: sign-ups for newsletters, requests for information, sales promotions, etc...

MARKETING

What are the particular tactics and methods you will use to build web site traffic?

What size budget will you be able or willing to commit to a sponsored ad program like Google Adwords?

What feedback will you be collecting from site visitors?

What are some other web sites that contain information that you would want to reference or link to? Associations? Organizations? Trade groups?

What other web sites should contain links to your web site?

Will there be a plan for a coordinated print product (bookmark, flyer, brochure)?

Are there any web sites that you really like or really don't like? Why?

What should be the desirable traits of the Website in terms of personality, tone, and manner?

Notes: