

Web Site Creation Strategy Tool

Provided by NewWard Development, LLC

Use this form to help you compile the various types of information you need to design an effective, comprehensive, and user-friendly company Web site.

Here are a few things to consider:

Why? Why are you developing a Website? Here are some examples: Create a Web presence for your business? Sell your products? Keep your friends and family informed? Document your travels? Seek interaction with other people with your interests? Help others?

Who? Define your target audience. Picture yourself in their shoes. What would you like? Now, write down your intended audience their background, interests, skills and knowledge.

- Check out similar sites and see how they appeal to their target audience.
- What are they doing right?
- How can you improve the site(s) you like?

What? What are you going to say? Content is the hardest, most time-consuming part of any Website development project. Here are some tips to help get you started:

- List the information you currently have. For example photos, brochures, company logo and written materials.
- Make a detailed outline of additional information you need to obtain.
- Once you know where you are short on content, concentrate on those deficits and avoid wasting time on information you already know.

When? When do you want to start your site? How often do you plan on updating your site?

Date prepared: _____

Web site project name: _____

Prepared by: _____ **Phone:** _____

Type of Web site:

- Informational E-commerce Both

General description and specifications for the Web site:

Development information

A. Objectives: What are we trying to achieve by building this Web site? How many visitors do we want in a given time frame? What do we want them to do when they visit our site?

B. Target audience: Who is our target audience for the site?

C. What is the **current perception** of our company, product/service and Web site (if there is one)?

D. What is the **most important impression** that we want our Web site to make on our target audience?

E. **Text:** What do we **need** to tell our audience?

F. **Trust:** Why should our audience believe us?

G. **Key benefits:** What problem do we solve and how do we solve it?

H. **Information buckets:** What information categories must we provide to meet our objectives? How do we want to organize our information into these categories?

I. **Navigation:** How do customers want to navigate within our Web site? What search and browse mechanisms should we offer?

J. **Site map:** What are the interrelationships among the pieces of information that we provide on our Web site?

K. Additional functionality: What features should we provide on the site to make it easy for our customers to do business with us (for example, shopping cart and payment options)?

L. What sections of the web site will be **changing frequently**?

M. Keywords and meta tags: What keywords will customers likely use to find our Web site? (ask associates, friends, family what they would search on to find your business).

N. Other mechanisms for driving traffic: What other techniques do we want to use for generating business on our Web site?

O. Contact information: What contact information and mechanisms for contacting us do we want to provide on our Web site?

P. Competitive assessment: What do we like / dislike about our competitors web sites?

Web site project execution

Q. Resource requirements: Who is the main contact for the web developer? How does the main contact collect opinions and information from other members of our business? Who will be responsible for maintaining the web site once it is completed?

R. Estimated budget: If multiple vendors are required, break down the budget accordingly.

S. Timeline: List project milestones, including estimated beginning and completion dates for each development phase.

T. What **mandatory items/information must be included in the web site? (Tag line, marketing "gimmicks", trademarks, copyright information).**

Hosting:

Do you currently have a hosting provider? Yes / No

If yes, do you have the FTP information to access the servers and edit files? Yes / No

If no, would you like us to provide you with a hosting quote? Yes / No

Domain Name:

Have you selected a domain name? Yes / No

If so, what is it? _____

If not, would you like assistance? Yes / No

Additional Comments: