

Web Site Creation Strategy

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.

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. Current target audience perceptions: How does the target audience perceive our company, our products, and our current Web site (if there is one)?

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

E. Key copy points: What do we need to tell our target audience?

F. Proof points: Why should our target audience believe us?

G. Tone: In what manner should we speak to our target audience? That is, should we use technical language; marketing hype; standard, straightforward English; or a combination of these tones?

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. **Keywords and meta tags:** What keywords will customers likely use to find our Web site?

- M. **Search engines:** Which search engines do we want to register our Web site with? What level of registration do we want?

- 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 are the pros and cons of our competitors' Web sites?

Web site project execution

- Q. **Resource requirements:** List internal and external resources.

- 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. **Other considerations and mandatory inclusions:**