# 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.

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| **Date prepared:** |       |

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| **Web site****project name:** |  |

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| **Prepared by:** |       | **Phone:** |       |

**Type of Web site:**

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| **[ ]**  |  | Informational |  | **[ ]**  |  | E-commerce |  | **[ ]**  |  | Both |

**General description and specifications for the Web site:**

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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?

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

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

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

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

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

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# 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?

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

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

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

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# 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)?

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

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

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

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

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# Competitive assessment: What are the pros and cons of our competitors’ Web sites?

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# Web site project execution

# Resource requirements: List internal and external resources.

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

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

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# Other considerations and mandatory inclusions:

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