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?

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

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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)?

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

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

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[                                                                              ]
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P.   **Competitive assessment:** What are the pros and cons of our competitors' Web sites?

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[                                                                              ]
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Web site project execution

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

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

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

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[                                                                              ]
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T.   **Other considerations and mandatory inclusions:**

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[                                                                              ]
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