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 prepare	ed:	
Web site project name: Prepared by:							
					Phor	Phone:	
Туре	e of Web site:						
	Informationa	I		E-commerce		Both	
Gen	eral description	and specifica	itions for	the Web site:			
		-					
De	velopment ir	nformation					
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?					
В.	Target audien	ce: Who is our	target aud	dience for the site?			
			-				

our pr	ent target audience perceptions: How does the target audience perceive our company, roducts, and our current Web site (if there is one)?
ĺ	
	npression: What is the most important impression that we want our Web site to make on o audience?
Key c	copy points: What do we need to tell our target audience?
Proof	points: Why should our target audience believe us?
techni	: In what manner should we speak to our target audience? That is, should we use ical language; marketing hype; standard, straightforward English; or a combination of tones?
İ	
	nation buckets: What information categories must we provide to meet our objectives? How want to organize our information into these categories?

	isms should we offer?
Site ma our Web	p: What are the interrelationships among the pieces of information that we provide on site?
	nal functionality: What features should we provide on the site to make it easy for our ers to do business with us (for example, shopping cart and payment options)?
Kayrya	
λ ο yw∪i	ds and meta tags: What keywords will customers likely use to find our Web site?
i keywol	ds and meta tags: What keywords will customers likely use to find our Web site?
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Search	engines: Which search engines do we want to register our Web site with? What level ration do we want?
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Search of regist	engines: Which search engines do we want to register our Web site with? What level
Search of regist	engines: Which search engines do we want to register our Web site with? What level ration do we want? nechanisms for driving traffic: What other techniques do we want to use for

Ο.	Contact information: What contact information and mechanisms for contacting us do we want to provide on our Web site?				
Р.	Competitive assessment: What are the pros and cons of our competitors' Web sites?				
We	b 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.				
т.	Other considerations and mandatory inclusions:				