

# Web Site Planner

1. What is the goal of your web site?

Promotion, Corporate Branding, Information, e-commerce, Entertainment

2. Who is your target audience?

General public, Women or Men, Specific Age Group, Specific Income Levels, Specific Occupations, Your Current Customers

3. Who is your competition?

List your direct competitors, List their web addresses if available, Note any features from their site that you might like

4. What are the main sections of your site?

These will form the main links common on every page.

5. Does your company have a vision/mission statement and/or slogan?

How would you quickly describe your company/business to a new person? Is your slogan "catchy" and memorable?

6. Do you have a printed brochure for your business?

This will help develop ideas for promotional text.

7. Can you develop some text and an outline for the main pages in your site?

Is research necessary? Do you need to hire a copywriter? Who will compile the information? Can you supply the text in digital format such as MS Word?

8. Do you have images for the site?

Will you require scanning of standard photos or pictures? Do you need to have images taken of products, key personnel, company headquarters, the corporate logo?

9. What web site features are important to you?

Newsletters, FAQ, surveys, feedback forms, email, chat rooms, audio, video, animation, passwords, shopping cart, credit card processing, paypal, etc.

10. Do you have any specific design styles, fonts or colours in mind?

List any other sites that you have found attractive. Does your company have corporate colours, a corporate font or a corporate design guide?

11. How often might your site need up-dating?

Will you be including elements that will change regularly: Newsletter, Calendar, Events listing, etc.?

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12. What three or four words or short phrases best describe your business?

This will form the basis for the words or phrases that people might use to search for businesses similar to yours on the search engines.

13. How will you promote your site?

New print promotional materials (adding the web site address to business cards and all promotional materials), paid advertising on other sites, online web ads (banners on complementary sites)? E-zines (electronic newsletter)? Will you allow others to promote themselves on your site (sponsors)? Pay-per-click placement on the search engines or strategic (unpaid) search engine placement?

14. How will you measure success of your site?

The number of visitors? Increased sales? Reduced telephone time and increased email?

15. Additional Questions to Consider

What is your timeline for development of your site?  
What do you hope to spend for this project: \$300 - \$500/  
\$500 - \$1200/ \$1200 - \$2000/ \$2000 plus?