



# Web Planning Worksheet

## PURPOSE

Why do we want a Web site? What do we expect to accomplish?

### 1. Objective of the site:

We want our site to primarily do the following:

Serve the needs of current and future clients \_\_\_ Explain our products and services \_\_\_  
\_\_\_ Bring in new clients or customers to our location \_\_\_ Take orders online \_\_\_

(Add your own....)

We want our site to secondarily to do the following:

Serve the needs of current and future clients \_\_\_ Explain our products and services \_\_\_

Bring in new clients or customers to our location \_\_\_ Take orders online \_\_\_

(Add your own....)

### 2. Who is our target audience? Who will be looking for our site? Who will become

interested if they reach our site accidentally?

### 3. What will we offer on our site? (Please state these generally, you will be more comprehensive later.)

Company Information...explanation of our services...products...online ordering...links to other sites.....

4. What will get them to return to our site?

5. How do we plan to promote/market the site to bring customers and clients?

**Web Promotion:**

Submissions to: major Search Engines \_\_\_ Major Directories \_\_\_ Multiple of Search Engines \_\_\_

Industry-specific Directories \_\_\_ General Directories \_\_\_

Reciprocal Linking with others \_\_\_ Internet Press Releases \_\_\_

Marketing in Newsgroups \_\_\_

Traditional Means: Business cards...letterhead...newspaper and magazine...flyers...information at our place of business...

6. How will we know if our site is successful?

**CONSTRUCTION**

How will we construct our site?

1. What will we call the site?

2. What key words will clients use to find us (List as many as you can, then number them in highest probability to lowest.)

**3.** In a 20-25 word sentence, how do we describe our site, incorporating the most relevant key words from #2.

**4.** What look or appearance do we want to have?  
Background color or texture?

Basic color scheme.

Graphics (Clip art, scanned-in graphics or photos, scanned photo with type superimposed, customized type font, created graphic, customized computer art)  
Masthead/main graphic?

Navigation: text or graphic?

Graphic accents throughout?

Animated graphics?

Java graphics?

**5.** Long or multiple short pages? Amount of text on each page?

**6.** Sound?

**7.** Video?

**8.** Multimedia?

**9.** Do we want to provide special means of communication?

Just email form  More extensive form  Email Autoresponder  Chat Line   
Guestbook  Newsletter  List Serve  Database

**10.** Areas of Content: (VERY IMPORTANT)

**11.** Flash Technology

**12.** Database

## **HOSTING**

Where will we have our site hosted.

1. Hosted on another site? ([www.coastsidelive.com/oursite](http://www.coastsidelive.com/oursite))
2. Hosted with an Internet Service Provider without a Domain Name? ([www.coastside.net/oursite](http://www.coastside.net/oursite))
3. Selecting a Domain Name? ([www.mysite.com](http://www.mysite.com))
4. Hosting by the same Internet Service Provider we have a dial up connection or separately?
5. Do we want several different emails (aliases)?
6. Do we plan to add additional functionality with our site in the future where we need to consider whether the ISP has the appropriate tools?

## **DEVELOPMENT**

Who will oversee the development of the site?

1. Who is responsible for gathering information and getting it to the developer?
2. Who interfaces with the development team during development?
3. Who previews and authorizes acceptance?
4. Who will sign off on the project?

## **UPDATING**

How will our site be maintained.

1. How often will it be updated? Which sections?
2. Who will do the updating? Do we want pages requiring updating to be done in a template so an office staff person can maintain the sections? Which sections?
3. Who will periodically check links, check competing sites to determine our competitive edge, check our status in the Search Engines?

## **COST**

What is our budget?

**1. Initial expenditure.**

Development \$\_\_\_\_\_ Hosting \$\_\_\_\_\_ Promotion \$\_\_\_\_\_

**2. Ongoing expense?**

Updates \$\_\_\_\_\_ Additional Development \$\_\_\_\_\_ Hosting \$\_\_\_\_\_