

# Web site Pre-Planner Guide

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This document will help you understand common issues in creating a successful Web site. A Web site with clearly defined goals can generate more sales, as well as reduce expenses related to organization and communication.

1. What are the goals of your Web site? \_\_\_\_\_  
*promotion, corporate branding, product/service information, e-commerce, customer service, internal communications, entertainment*
  
2. How will you measure the success of the site? \_\_\_\_\_  
*# of visitors? on-line sales? Reduced customer service phone calls? advertising revenue?*
  
3. Who is your target audience? \_\_\_\_\_  
*ie. general consumers, males 20-30, nurses, CEOs. what is their age? wealth? occupation? your employees?*
  
4. Who are your main competitors? \_\_\_\_\_  
*Also include their web site addresses and note any features or layouts that you would like on your site.*
  
5. What are the main sections of your Web site? \_\_\_\_\_  
*We recommend between 4-7 sections. These are the main navigation links common to every page. Look at other Web sites in your industry for some ideas.*
  
6. What is your company's mission statement? \_\_\_\_\_  
*How can you quickly describe your company to a new person? This paragraph of text is ideal for the homepage.*

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7. Do you have text or an outline for the main site pages? \_\_\_\_\_  
*How much research is needed? Do you want to hire a professional copywriter? Who will compile the information?*
8. Do you have images for the site in digital format? \_\_\_\_\_  
*Do you need photography or scanning of pictures?  
Do you need images of: products, key personnel, company headquarters, corporate logo? Gather any past marketing materials.*
9. Which Web site features are important to you? List and rank them. \_\_\_\_\_  
*Newsletters, PDF files, FAQ, surveys, feedback forms, e-mail, forums, audio, video, animation, databases, download/upload files, searching, passwords, security, shopping cart, shipping calculations (UPS), credit card processing*
10. How often would your site need to be updated? \_\_\_\_\_  
*Identify the sections that need to be updated, and how often.  
Who will update the site?*
11. How will your business have to change? \_\_\_\_\_  
*Where will e-mail inquiries go? Will you have to change and improve any internal procedures to fully take advantage of your Web site features?*
12. How are you planning to drive traffic to your site? \_\_\_\_\_  
*Direct mailing, magazine ads, online Web ads, etc. Which do you currently use, and which do you want to impliment in the future?*