

## **General/Defining Goals**

1. What are the *goals* for our site; why are we building it?
2. What is the *central message* we want to convey through the site?
3. What is our “wish list” of what we’d like in a site?
4. What is our budget range for this project?

## **Setup**

1. Registered Site Address/URL/Domain Name:
2. Additional Domain aliases (i.e. an address that forwards to your primary site):
3. Site Title:
4. Primary site email address (e.g. info@youraddress.com):
5. Additional email addresses / Aliases:
6. Hosting Plan:

## **Visitors**

1. Who is our target visiting audience(s)?
2. Are they likely to be tech-savvy, or tech-limited?

## **Content / Organization**

- 1. What specific information do we want to offer visitors through the site?**
  
- 2. What information do we already have available that we want to include in the site?**
  
- 3. What specific sections and subsections do we know we want to include on our site?**
  
- 4. What content do we need to provide that we don't have yet, and where will it come from; how will it be created/developed?**
  
- 5. Do we have any slogans/statements/taglines that we want to use on this site?**
  
- 6. What resources/services, if any, do we want to offer through this site?**
  
- 7. How do we want to structure our content; do we have a navigation scheme in mind?**

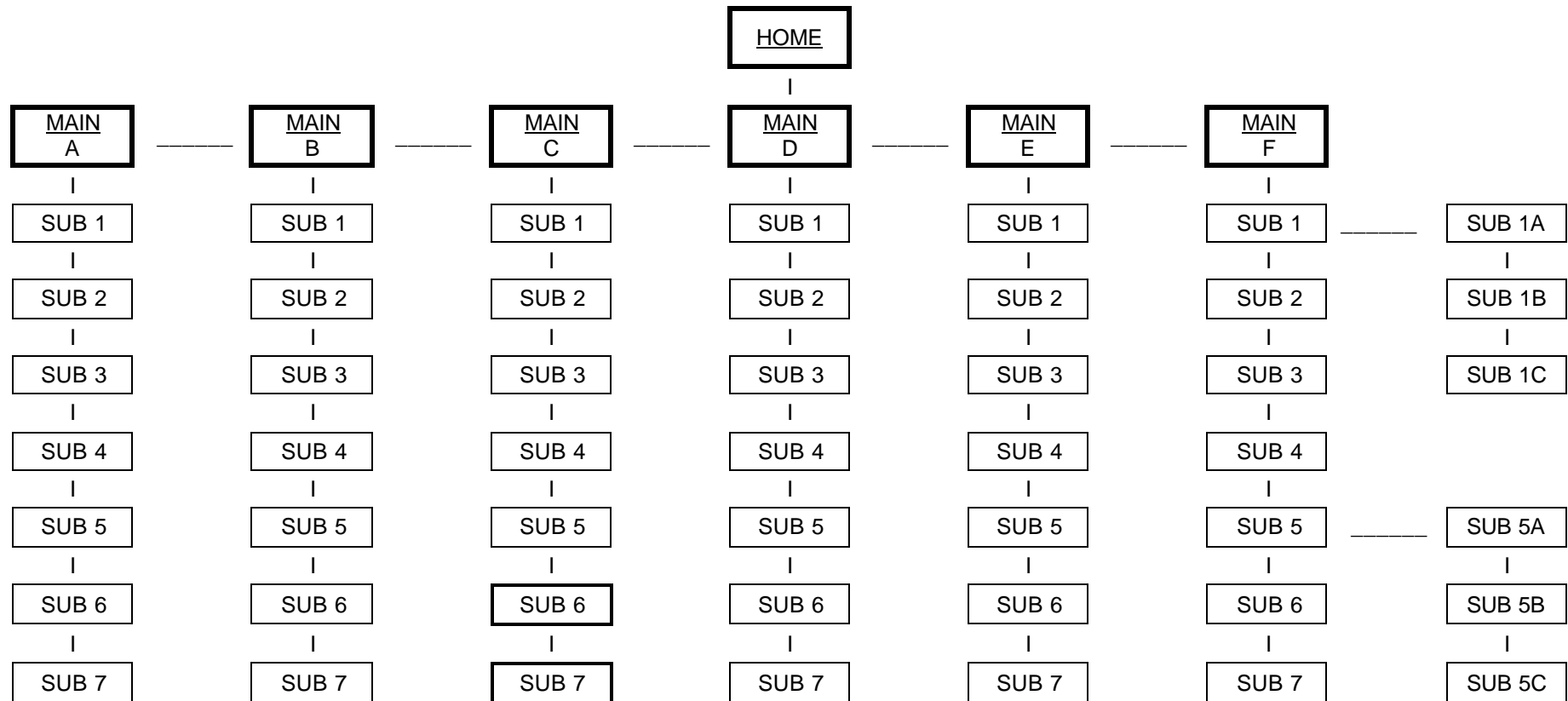
### ***Web Site Content Chart***

| <b>Common Themes</b>                            | <b>Subsections / Notes</b> | <b>Content Source(s)</b> |
|---|----------------------------|--------------------------|
| <b><u>About Us / Who We Are</u></b>             |                            |                          |
| <b><u>Mission</u></b>                           |                            |                          |
| <b><u>Services / Programs</u></b>               |                            |                          |
| <b><u>Products</u></b>                          |                            |                          |
| <b><u>Resources</u></b> (e.g. articles, links)  |                            |                          |
| <b><u>FAQs</u></b> (Frequently Asked Questions) |                            |                          |
| <b><u>Quotes / Success Stories</u></b>          |                            |                          |
| <b><u>Philosophy / Process</u></b>              |                            |                          |
| <b><u>Calendar</u></b>                          |                            |                          |
| <b><u>Newsletter</u></b>                        |                            |                          |
| <b><u>Employment</u></b>                        |                            |                          |
| <b><u>Get Involved/Contribute/Join</u></b>      |                            |                          |
| <b><u>Contact Information</u></b>               |                            |                          |
| <b><u>Site Policies / Privacy</u></b>           |                            |                          |

### Web Site Content Chart

| Common Themes             | Subsections / Notes | Content Source |
|---------------------------|---------------------|----------------|
| <u>Clients</u>            |                     |                |
| <u>Staff</u>              |                     |                |
| <u>Donate/Fundraising</u> |                     |                |
| <u>Site Map</u>           |                     |                |
| <u>Community</u>          |                     |                |
| Additional Sections       | Subsections / Notes | Content Source |
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## Web Site Navigation Model



### Note:

Above is a general model of a way to diagram your web site navigation. The number of main and sub-categories will vary from site-to site; some will have more, some less. “Main” (first-level) items appear on the primary navigation menu on every page of the site; “Sub” (second-level) pages are additional sections of the site that logically fall under the main navigation areas. In some cases, you may also have additional third-level subsections, as shown for Main section “F” on the right.

## **Site Features**

Any of the features below can be integrated into your base site. You may need most of them; you may need none of them. Decisions as to what types of features and functionality make sense for your web presence should ultimately be driven by your online goals.

**User submit Forms/Surveys:**

**Search capability:**

**Flash, video, audio, or other multimedia plug-ins:**

**Animations/alternating images:**

**PowerPoint presentations:**

**Content Management System:**

**Message Boards:**

**Email Newsletter management:**

**Credit card processing/E-commerce functionality:**

**Database integration (data collection or dispersal):**

**Other:**

## **Design**

- 1. Do we have an existing logo to be integrated with the site?**
  
  
  
  
  
  
  
  
  
  
- 2. Do we have any existing materials or artwork (e.g. icons, photographs, designs, etc.) we want to integrate with the site?**
  
  
  
  
  
  
  
  
  
  
- 3. Do we have an existing color scheme in mind for the site?**
  
  
  
  
  
  
  
  
  
  
- 4. Examples of other sites that capture elements we like (design, layout, usability, etc.).**
  
  
  
  
  
  
  
  
  
  
- 5. Any other design-related ideas/themes we have for the site?**

## **Maintenance**

- 1. How often do we anticipate the site will need updating?**
  
- 2. Are there any particular site sections which will require routine / frequent maintenance (e.g. news, calendar)?**
  
- 3. Who will be responsible for maintaining this site, what are their capabilities, and how will it be done?**

## **Promotion / Outreach**

- 1. How can we target our site to reach our desired audience; where will we promote it?**
  
- 2. What promotional resources are currently available to us?**
  
- 3. Do we want to use the site to collect visitor email addresses; how will we put this information to use? (e.g. newsletters, updates, alerts, etc.)**
  
- 4. How can we use the site to keep our visitors connected to our organization or services? Is this something that makes sense for us to do online?**
  
- 5. How can we use our Internet presence to enhance our business or service model?**



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## **Additional considerations and questions**