

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?

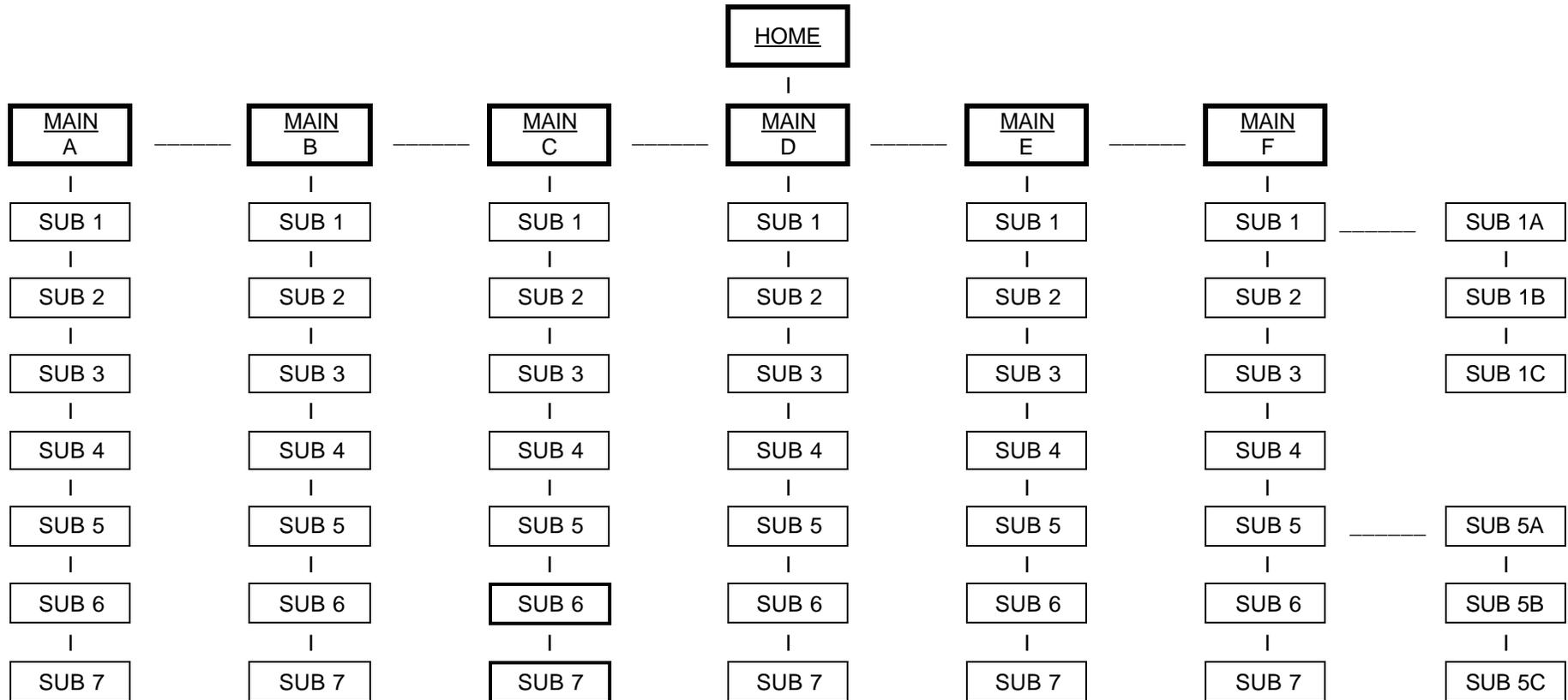
Content / Organization

- 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

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

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?**



Additional considerations and questions