

# Web Site Development Planning Checklist



## Purpose and Audience of the Web Site

- How will you serve the needs of your existing clients?
- Do you wish to explain your products and services?
- Would you like to use a web site to bring in new clients to your business?
- Do you want consumers to order products from you?
- Do you need to provide company information for your employees?

## Information that you may wish to include:

- Company information
- Contact information page
- Any terms or legal information required
- Details of your products and services
- Product listings/searchable database
- Ordering information/shopping cart
- Discussion, forums or bulletin boards
- Interactive chat with web site users
- Outside resource links for your users
- Blogs
- RSS Feeds

## Design & Development

- Do you have an existing domain name and web site host?
- How many people need e-mail addresses with your domain name?
- Is your business name available as a domain name?
- Do you have any color preferences for your site?
- Are there any existing images that you would like to include on your site? (example: company logo, photos)
- Would you like new graphics/images created?
- Find a few sites that target the same market your business does. Make a list of the things that you really like or don't like about them.
- How much content do you plan to have on your site and who will write it?
- Do you need a log-in with a secure connection?
- Will users need to complete online forms for you to collect information?
- Would you like to add quizzes or surveys?
- Will you need video or audio?

## Marketing

- How will people find out about your site?
- Will you use paid or free search engine listings?
- Who will optimize your web site for search engines?
- Do you have an off line marketing program?
- Do you have a budget for internet marketing?
- Will you need to reprint your business cards, stationery and/or marketing & sales information?
- What keywords or phrases do you think people would use to find your products or services?
- What information will lure visitors back to your site on a regular basis?
- Do you want web site statistics reports to calculate your ROI (return on investment)?

## Maintenance

- How often will your web site need to be updated?
- Will your maintenance be in-house, outsourced or a combination of both?
- Will you need training to maintain your web site?

Maintenance tasks could include:

- Checking internal & external links on a regular basis
- Search engine positioning & resubmissions as needed
- Visitor statistics & reporting
- RSS feeds or syndicated content updates
- Updating or editing images to keep site fresh

## Project Management

### In-House Web Management

- Does your IT department have the time and expertise to maintain your web site?
- What training and software will the company purchase to develop and maintain a web site?
- Do you have technical support should a task prove difficult?

### Outsourcing Web Management

- Who will be responsible for gathering the information for the developer?
- Who will be involved in the approving the web site as it develops?
- Do you have a coordinate between your team and the developer?

