

Questions to be Considered for a Preliminary Website Plan

The Project

What is the compelling story you want to tell?

What is the mission statement or summary of this project?

What are some of the basic goals of this project? (e.g. branding/identity reinforcement, improved access to information, sales, communications, etc.)

What outcome will make this project successful? How will you measure success?

Audience

What types of visitors do you want to attract?

What are your goals for each type of visitor?

What are the services involved?

Content

What pages should be included and what should be featured on those pages?

What will be the most efficient way for us to exchange content?

What do you already have that will give us a start (for example, clean copies of a logo, other marketing materials, photos, etc.)?

The Actual Design

Please visit some other sites and tell me what you like and dislike, so we make sure that we agree on overall design goals. Then we can set the **Tone** for your site to make it incredibly better than any of those sites.

The Working Plan

As I put together the site, I will be in regular contact with you to make sure that the project is progressing in accordance with your wishes. At these meetings, when we digest what has been accomplished, we will decide what changes and/or additions to make. I feel that this will cut down on a lot of time spent changing and fixing as we approach the final launch of the site.