

CarbinTech

Web Site Creation Strategy

Use this form to help you compile the various types of information you need to design an effective, comprehensive, and user-friendly company Website.

Date : _____

Website project name: _____

Prepared by: _____ Phone: _____

Type of Website:

- Informational E-commerce Both

General description and specifications for the Web site:

Development information

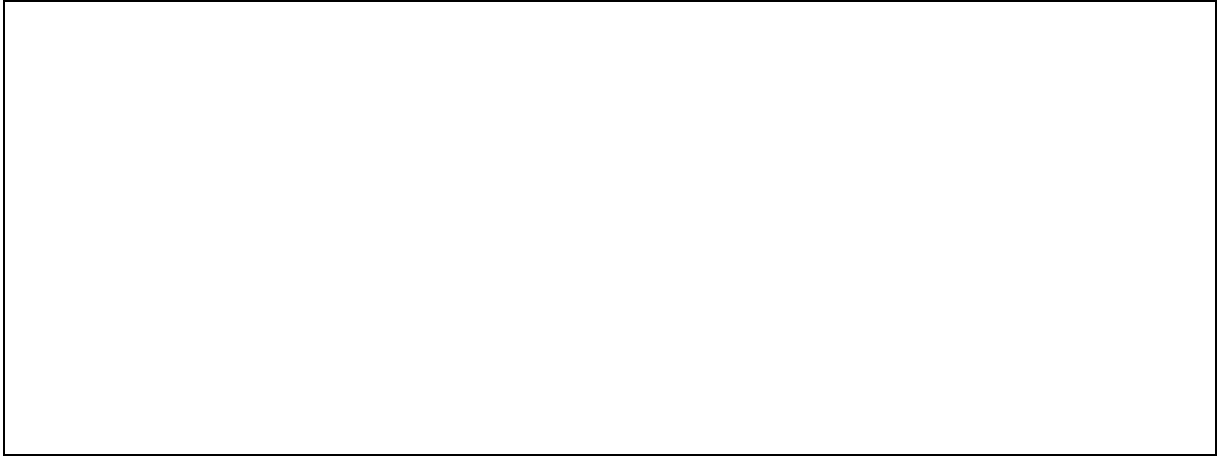
Objectives: What are we trying to achieve by building this Website? How many visitors do we want in a given time frame? What do we want them to do when they visit your site?

Target audience: Who is your target audience for the site? What common interests would they share? Which age groups?


Current target audience perceptions: How does the target audience perceive your company, your products, and your current Website (if there is one)?

Net impression: What is the most important impression that you want your Web site to make on your target audience?

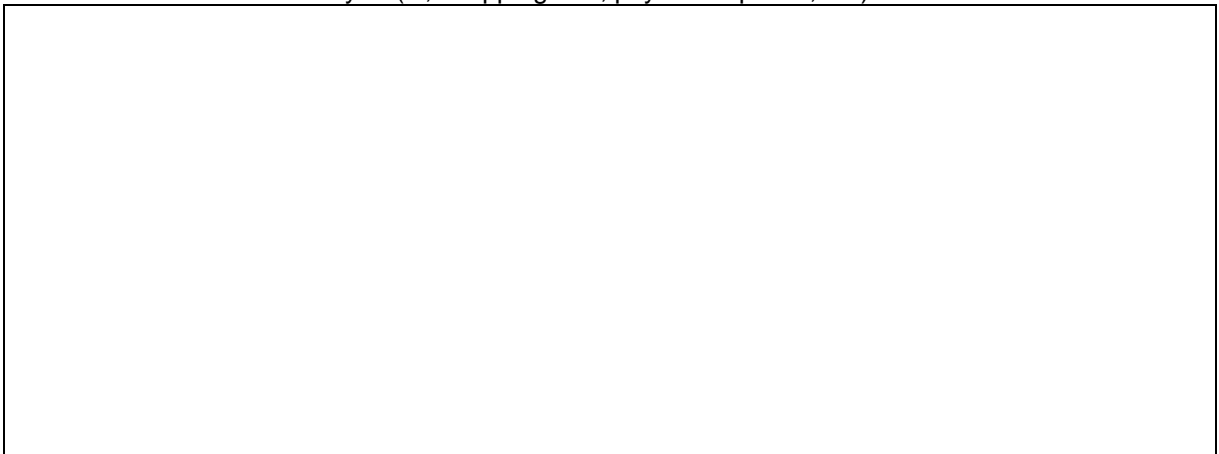
Proof points: What do you need to tell your target audience? Why should your target audience believe you?



Link Buckets: What information categories must we provide to meet our objectives? How do you want to organize your information (links) into these categories? ie: "Services" might cover several other pages of services you offer



Additional functionality: What features should be provided on the site to make it easy for your customers to do business with you (ie, shopping cart, payment options, etc)?



Keywords and metatags: What keywords will customers likely use to find your Web site? Keywords are how search engines (google) find websites.

Other mechanisms for driving traffic: What other techniques do you want to use for generating business on your Web site? (Advertising, Google Ads, Etc)

Contact information: What contact information would you prefer to have on your website. What tools would you like to use to make communication easier with your customers. Ie: Forms on the site, email links, etc

Competitive assessment: Who are your competitors? What are the pros and cons of your competitors' Websites? What can your offer that your competitors cannot?

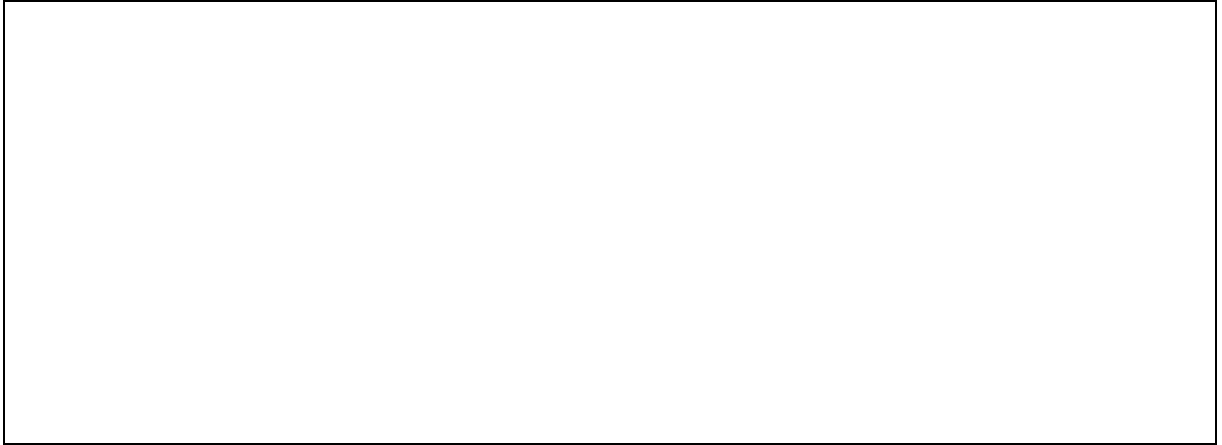
Web site project execution

Resource requirements: List internal and external resources. (3rd Party Vendors for Some content, Supplying Logos and Graphic design yourself, etc)

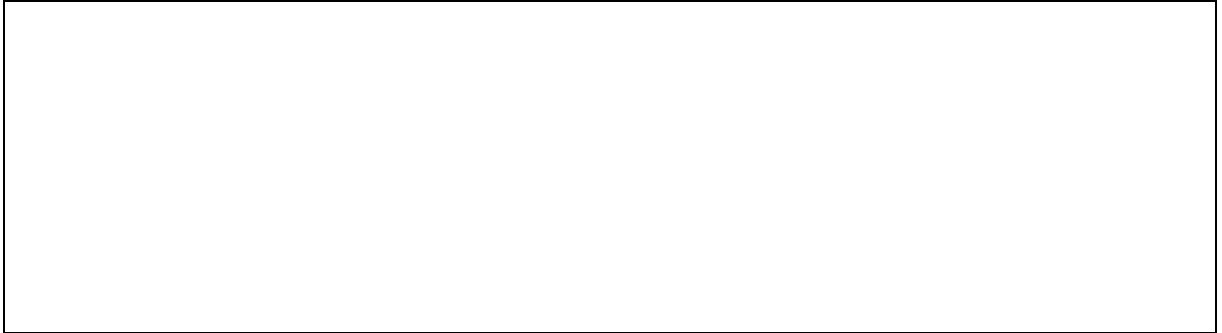
Other considerations and mandatory inclusions:

Design and visual aesthetics

In general, what are some other web sites that you find visually appealing? What elements do you like about these certain web sites? What web sites do you hate?



Are there any specific color schemes (ie. warm or cool, natural or bright, feminine or masculine) or specific images you want on your web site?



What are some adjectives that you want visitors to feel about your website? (ie. aggressive, simple, professional, bright, dark, clean, modern, rustic, inviting, stylish, high-tech, etc.)

