

Planning a Web Site

At WebDev Works we can use our skills and experience to bring your ideas to life. But your vision and input will help us to deliver the results you want. If you formulate some ideas about the following items, it can help us to develop a high quality Web site for you and clearly communicate the information you want to present about yourself or your organization. If you have time, you can jot down ideas about these items. If not, we can gather this information through interviews and visits with you.

1. What Do You Want to Achieve with the Site?

(Defining Your Site's Purpose)

Define what you are communicating or selling via the site, whether products, services, information, or expertise. If you want to sell products through the site, do you want to sell directly or indirectly? An e-commerce site allows you to sell directly from the Web. If you are taking a more indirect approach, either by necessity or design (for example, you provide a service that can't actually be sold through a Web site), we can set up interactive Web forms through which you can gather information from your visitors and provide them with information about your products, services, and contact information. Perhaps you want to set up an informational site through which you are communicating your knowledge of your field, experience in a business, or general information. Whatever your goal, give some thought to determining what the key points are that you want to communicate.

2. Who Would Be an Ideal Visitor to Your Site?

(Defining Your Target Audience)

Consider whether your primary site visitors will be current customers, prospects, or users who are interested in the products, services, and information you provide on the site. Will you have many first time users visiting your site in order to gather general information? Will you have many repeat visitors? Will your site visitors be the types who spend a lot of time online or are they Web neophytes?

3. What Are Some Sites That Appeal to You?

(Defining the General "Look")

By directing us to several sites that appeal to you, we can get a feel for what kind of "look" you want on your site. Sample sites make it easier for you to define this and communicate that to us. "A picture is worth a thousand words." The URLs you provide need not be the same type of organization as yours nor necessarily be similar to your business in any way. They must simply have a general look, feel, or layout that appeals to you or contains elements or features that you would like on your site.

4. What Kind Of Art and Colors Do You Want?

(Defining the Specific "Look")

Have some fun deciding which color schemes or art work you want. You might want to start with your company or organization logo and go from there. If you are unsure about some of this, we can make suggestions and create logos, icons, and art for you. There are three main types of art: photos, clip art and custom images. Photos can bring a site to life. We can produce high quality digital or analog images for you. Photos are part of our standard packages. Clip art is cost effective because it often has no fee associated with it. Custom artwork, which will cost you a bit more if you want to use a professional graphic designer, can create a unique element for your site.

5. What About the Content? (Defining the Basic Information)

Each page on your site will contain words. That is obvious enough. And we can create copy from existing brochures, catalogs, written material you have, or simply through interviews with you. But you might think about the general categories of information that you want to provide. What would you like to have covered on each page? You might break this down into topic or category ideas and make brief bullet lists of topics and information “bits.”

6. Any Features Specific to Your Site? (Sprucing Things Up - Embellishments)

Think about site features that you want. These could include such elements as a newsletter sign-up form, a site visitor registration form, a general form that collects important information from visitors or clients such as contact information or areas of interest. This information can be stored for your later retrieval and review. You get information immediately. If you need such things as signatures from your visitors, you can place printable forms on your site. This provides your clients with a way to quickly send information to you. They can print the forms, fill in necessary information and then either mail or fax these to you. This saves you time and money. You should also include automatically generated “contact us” e-mail pages and the venerable “Send this to a Friend” function. This increases your network and is a simple way to publicize the site. If you are setting up an e-commerce site, you might want shopping cart and catalog functions customized to fit your desired look.

7. Keeping a Web Site Fresh!

If visitors return to your site several times and find no new information, they are likely to give up at some point and stop coming back to visit. A good way to avoid this is to make sure you keep new or updated information posted on a regular basis. For example, you might post a “Tip of the Week,” page, a “Latest Announcements” page, a monthly newsletter, even some kind of interesting survey, perhaps with an incentive gift to take part in the survey. Or you might have a Flash movie or dynamic news ticker featuring late breaking information. You simply need something that intrigues visitors with new and fresh information, information that changes on a weekly or monthly basis. We can build a section of the site that contains administrative interface pages – pages with input forms that allow you add information, news, or updated material yourself simply by typing the information and clicking a button!

8. Choosing a Domain Name

Your domain name is the now famous “dot com” moniker, for example, www.yourorganization.com or www.yourorganization.net. You should choose a domain name that is easily remembered and relevant to your company or organization.

9. Main Topics

Think about the main topics you want on the site and the general information covered under each one. Make notes about these.

We will be happy to discuss all these things with you and if you simply do not have the time to make lists and notes yourself, we can do all of that for through meetings and interviews. But you should give it **some** thought yourself. Remember, this is **your** Web site, you have initiated the vision and we look forward to helping you realize that vision!

Notes	
What do you want to achieve with your site?	
Who Would Be an Ideal Visitor to Your Site?	
URLs of other sites that appeal to you.	
Notes about the kind of art you want (colors, shapes, logos, objects, photos).	
Notes About Content and Language	
Other Features	
Keeping It Fresh	
Domain Name Possibilities	
Topics	

Web Pages and Notes	
Home Page - TITLE:	
Notes:	
<hr/>	
Page 2- TITLE / Main Topic:	
Notes:	
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Page 3- TITLE / Main Topic:	
Notes:	
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Page 4- TITLE / Main Topic:	
Notes:	
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Page 5- TITLE / Main Topic:	
Notes:	