

# Planning Your Website

## Questions to Get You Started

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### **The Purpose of Your Site**

1. Why do you want a website?
2. What is the essential "purpose" for the site?
  - Do you simply want to have an internet presence?
  - Will the site be an integral part of your overall promotional efforts?
  - Will you use the site to sell products or services?
  - Do you want to communicate something significant?
  - Are you trying to educate people?
3. What would you want people to do as a result of visiting your site? For example:
  - Find out about events
  - Call you
  - Know where to go for information
  - Order products
  - Sign up for something
  - Know, think, or feel something differently

### **The Audience for Your Site**

1. Who are the primary and secondary customers or your target audience? For example:
  - People who might buy your product
  - People who might have a need for information
  - Potential donors
  - Volunteers
3. Why would your customers want you to have a website?
  - What customer need(s) will your website satisfy?
2. Other target groups
  - Are there any other groups, other than your customers, who would visit your website? If so, what type of information would they be looking for?

## **Audience Characteristics**

1. How would you characterize your customers? For example:
  - Age groups
  - Social groups they may belong to
  - Interests
  - Education
2. What expectations might your customers have about your site? For example:
  - What other kinds of sites would your audience frequent?
  - How computer savvy is your audience?

## **Messages & Imaging**

1. Are there any types of special "messages" you want to communicate to people? For example:
  - Are you trying to persuade your audience to some point of view?
  - Are you trying to differentiate yourself from some competitive group?
  - Are you trying to get your audience to take action?
2. Are you trying to convey any type of special feeling to your audience? For instance, do you want visitors to your site to feel:
  - Comfortable, relaxed, excited, calm, secure, motivated, etc.
3. What type of "image" are you trying to convey to your audiences? For example:
  - Professional, fun, serious, artistic, friendly, leading edge, cool; etc.
4. If your site were to tell a story, what would that story be?

## **Content**

1. If you had to put all of the content of your website into seven or fewer buckets of information, what would those buckets be?
2. What would be the sub categories of information for each major bucket of information?

## **Graphic Look / Feel**

1. Do you have any strong preferences about what the primary colors for the website should be?
  - Is there a rational explanation for your preference, or is it simply a preference?
  - If it is simply a preference, how open are you to exploring other colors?
2. Do you have any thoughts on what some of the other graphic elements might be?
  - Are there any existing photos to incorporate?
  - Is there any artwork that needs to be included?
3. Do you have a logo, and what are the rules for using that logo?
  - How much flexibility is there in altering the logo to suit the design of the site?

## **Other Sites**

1. What are the addresses for other sites might your customers / audience visit?
2. Are there sites in particular that you like, which we should factor into the design process?

## **Site Maintenance Issues**

1. Do you want people to return to the site regularly?
  - If so, for what reason would they return?
2. How often would you be posting new information to the site?
3. What resources do you have for ongoing site maintenance?

## **Marketing / Search Engine Optimization**

1. How would you market your site? For example:
  - Rely on people doing a Google search
  - Cross-marketing with e-Newsletters
  - Special direct mail promotion to let people know you have the site
  - Word of mouth
2. How would you build a search optimization strategy? For example:
  - Key words
  - Use of Google Ad Words
  - Link strategy (getting other major sites with lots of traffic to link to your site)
  - Cross-marketing with Social Media

## **Other Considerations**

1. Are there any other considerations you want to mention regarding the design, development and ongoing maintenance of your site?
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## **For More Information**

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