



Client Website Planner

Successful websites are built on strategy and planning. Your initial investment in planning at this stage will be a major part of the success of your website. This first step will help your organization to formulate its website objectives and requirements, allowing us to provide you with a detailed proposal and quote.

Please complete as much of this plan as you can, the more detail that is provided the better we can understand your website needs.

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What's inside?

You can print out this page and use the table of contents below as a checklist of sections that need completing by your team.

<i>Section</i>	<i>Assigned To</i>	<i>Complete</i>
1. Client Profile		
2. Project Overview		
3. Objectives		
4. Audience		
5. Perception		
6. Content		
7. Navigation		
8. Interactive Features		
9. Maintenance		
10. Marketing		
11. Training & Support		
12. Domain Names		
13. Web Hosting		
14. Budgeting		
15. Timeline		

How do we approach this planner?

One of the most economical ways to complete this plan is to edit this file directly in Microsoft Word. Sample answers, notes etc are included for you **in blue text** to give you a starting point for each question.

You can complete each question by first:

- Removing any sample text that is not applicable to your project
- Then adding any additional text that is relevant to the question

We need some help.

That's fine, our team is here ready to guide and assist you through the planning process. In most cases we can provide an onsite consultation to help you fine tune your plan.

For help with the questions please feel free to contact us by:

Phone: 407.886.0932, 407.920.6987

Website:

www.empowercreativeservices.com

We have finished our plan, now what?

Send your website planner to us so that we can put together a proposal and supply you with a quote.

Just send your planner to us via email, fax or by post. We look forward to reviewing your website requirements.

1. Client Profile

1.1 Company Details:

Company Name:	
Phone:	
Fax:	
Address:	
Describe your core products / services	
What industries does your business operate in?	
How many employees are within your company?	

1.2 Competitive Analysis

Where are your main competitors located?	
Describe your competitive advantage. What is it that sets your company / product / service apart from the others?	
List any competitor or related industry websites:	http://www.mycompetitors.com http://www.myindustry.com

2. Project Overview

2.1 Overview:

Provide a brief description of this project:	To launch an online store for the sale of our new range of high speed widgets. This store should enable website visitors to purchase our widgets using their credit card.
Describe the current stage of this project?	We are in the initial stages We are still in the planning stage We are finalising our website requirements
What will be the distribution methods for this project?	Public Website (Internet) Company Website (Intranet) CD-Rom Information Kiosk

2.2 Key Contacts

Who will be your primary contact person? Include their email & phone.	
What is their preferred method of contact?	Phone / Email / Fax
List the person/s that will have final approval:	
Include names and contact details for any other key people you think we may have to contact during the development of this project.	

3. Objectives

Defining your objectives for this website allows your website development to be goal orientated, it is important to have a yardstick so that you can measure the success of your website.

3.1 Business Objectives

What are the business objectives for this website?	<ul style="list-style-type: none">Increase direct salesIncrease brand awarenessLower customer support costsImprove staff productivityImprove information supply chains
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3.2 Website Purpose

What will be the primary reasons for the development of this website?	<ul style="list-style-type: none">Promote existing productsAnnounce new productsGenerate qualified sales leadsSell products directlyDeliver product informationDeliver company informationProvide customer serviceCollect customer feedbackGenerate new income sourcesAccess new marketsEnhance company imageCommunicate with staffBuild customer relationshipsBuild supplier relationshipsAttract and retain staff
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3.3 Success Metrics

List any short term (within 6 months) outcomes that will indicate a successful project.	Receiving 100 unique visitors to the website per day
List any long term (within 12 months) outcomes that will indicate a successful project.	Generating 50 new sales leads per month.

4. Audience

Who will your website be built for? Knowing your audience and their needs will allow you to target your website design, content and features more effectively.

4.1 Website Users

Describe the primary users of this website. Include their title and a brief description that includes any relevant identifying information (eg. Age, Gender, Location, Occupation)	
List the main actions for each of the users above.	<p>Widget Buyer:</p> <ul style="list-style-type: none"> - Browse catalogue of products - Search for particular product model - Purchase products using credit card <p>Widget Distributor</p> <ul style="list-style-type: none"> - Download catalogue - Apply online for an account
Now using these actions list your desired action for each user.	<p>Widget Buyer:</p> <ul style="list-style-type: none"> - Complete online purchase <p>Widget Distributor:</p> <ul style="list-style-type: none"> - Apply for an account
List the languages your website will target.	English (Australian)

4.2 Accessibility

What is the lowest technical level of user that you wish your website to be accessible for	<p>Users that are visually impaired or disabled</p> <p>Users on older computers (4 years+) & slow connections (28K)</p> <p>Users on newer computers (2-4 years) & average connections</p> <p>Users on new computers (0-2 years) & average connections</p> <p>Users on new computers (0-2 years) & broadband connections</p>
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List any other specific accessibility requirements for your users.	
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4.3 User Technology Requirements

If you are familiar with your users' technology you can complete the details below. If not this is something that is best left to discussion with our team after your target audience has been defined.

Minimum connection speed:	
Lowest internet browser versions:	
Minimum monitor resolution:	
Minimum monitor colour depth:	
List technologies that your users can access.	Cascading Style Sheets JavaScript Java Applets ActiveX DHTML Flash 4 Flash 5 Flash MX Windows Media Real Video QuickTime

5. Perception

This will help to shape the look and feel of your website. Including addresses of sites that appeal to you in the space provided below is a good way to help communicate what it is visually that you would like.

5.1 User Perception

List adjectives that describe how your users should perceive your website.	Corporate , Professional , Established , Fun , Clean , Healthy , Alternative , Lively , Dynamic , Technology , Personal , Streamlined
Will this perception differ from how your business is perceived offline? If so please explain how your business is perceived offline.	
Do you have a draft page layout or design completed that you would like to use?	

Provide URLs (addresses) of any websites that had designs or layouts that you liked. Describe briefly what you liked about each one.	http://www.a-site-we-liked.com - Like the use of bright colours, liked the images shown in top left of each page. http://www.another-site-we-liked.com - Liked the front page design.
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5.2 Identity / Branding

Do you have specific colours / fonts that you wish to incorporate into the website?	
Do you have existing media (brochures, business cards etc.) in a style / design that you would like carried over to your website?	
List any identity development (logos, promotional material) you will require to be created for this website?	

6. Content

6.1 Content

List the kind of content you would like to include in your website. (This can include various types of content eg. Company info, product info, educational material, entertainment, promotional material, customer support)	<ul style="list-style-type: none"> Company information Company Policies Case studies Employment opportunities Key personnel profiles Press releasees Customer Testimonials Newsletters Company announcements FAQ's (Frequently Asked Questions) Troubleshooting charts Customer support information Technical Articles Help Guides / Manuals Products / services features Product specifications Product catalogue Product demonstration videos Promotions Affiliates information Surveys / Polls Television commercials
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	<ul style="list-style-type: none"> Conference audio and video Virtual tours Industry links Photo galleries Event / Calendar information Maps Retailer listing Representative listings Brochures Entertainment Games Contests
Where will this content be sourced from?	<ul style="list-style-type: none"> Brochures Printed advertisements Television commercials Other company websites Newsletters In house copy writing Outsourced copy writing Affiliate websites Electronic documents (PDF, Word, Excel) Online database
List any specific website text that will need to be created.	
List any images or graphics that will need to be created.	
List any other content that needs to be created for this website (video, flash animation,	

6.2 Website Structure & Pages

Flow chart or diagrams of the structure of your website are a good way to represent the information required below. If you have created a diagram of the website structure please attach it to the end of this website planner.

Have you attached a website structure diagram to this planner?	
List the sections of your website that will organise the pages on your website.	<ul style="list-style-type: none"> Company Information Sales Information Customer Support Contact

<p>Now using these sections, list the web pages you will be including in your website under each section.</p>	<p>Company Information</p> <ul style="list-style-type: none"> - About Us - Staff - Jobs <p>Sales Information</p> <ul style="list-style-type: none"> - Widgets - Gidgets <p>Customer Support</p> <ul style="list-style-type: none"> - FAQ <p>Contact</p> <ul style="list-style-type: none"> - Enquiry Form
<p>List any sections that will be protected by username & password</p>	

7. Navigation

Your website navigation is not usually finalised until the design, layout and content structure has been agreed on. After completing this section, further discussion with our development team will help to ensure your website navigation is suitable.

7.1 Website Navigation

<p>Describe your scheme for global (top level), section and page level navigation.</p>	<p>Global:</p> <ul style="list-style-type: none"> - Popup menu from horizontal text menu across top of page. The popup will allow access to each section home page. <p>Section:</p> <ul style="list-style-type: none"> - Expanding vertical menu of text links for pages within section <p>Page:</p> <ul style="list-style-type: none"> - Pull down menu for access to related pages
<p>What sort of navigation tools would you like employ on your website?</p>	<p>Popup menus Expanding vertical menus Horizontal tabbed menus Simple text menus Pull down menu Text Search facility</p>
<p>List any website pages that require access (links) from every page on your website.</p>	<p>Sitemap Disclaimer Privacy policy Home page Contact page Help page</p>
<p>Provide URLs (addresses) of any websites that had navigation that you liked. Describe briefly what you</p>	<p>http://www.a-site-with-navigation-we-liked.com - Easy to use popup menu links to product pages. http://www.another-site-with-navigation we-liked.com</p>

liked about each one.	- Simple easy to use expanding menu for help pages.
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8. Interactive Features

The interactive features of your website allow involvement by your users. They provide functionality that appeals to their needs while they are visiting your website. Often the implementation of interactive features will involve the use of dynamic delivery of content using a database (MS Access, MS SQL, MySQL, Oracle) and application server pages (ASP, ColdFusion, PHP, JSP).

8.1 Interactive website features/functionality

List any interactive features you would like to include on your website.	Email this page Email page link to a friend Website search Product finder Retailer / Store finder HTML email newsletter User forums /message boards User surveys /polls Chat rooms E-Commerce / Shopping Cart Product catalogue Customer support knowledge base Slide shows Calculators Multi step forms Quote generator Stock ticker Live news feed Content personalisation Dynamic Events Calendar
Provide URLs (addresses) of any websites with interactive features that you would like. Describe the feature/s found at each website.	http://www.a-site-with-features-we-liked.com - Email a friend button. http://www.another-site-with-features-we-liked.com - Online quote generator.

9. Maintenance

The maintenance and updating of your website is a vital part in its continuing success. The information below will help us to determine what sort of content management solution you may require.

9.1 Website maintenance

List any pages on your website that would require updating on daily basis.	
List any pages that would require	

updating on a weekly basis	
List any pages requiring updates on a monthly basis	
Do you require that your staff does the updating of content on your website?	
If your staff will be maintaining the content, what is their general computer skill level	<p>Below average, very little computer experience</p> <p>Average level, experience with programs such as MS Word/ Excel</p> <p>Above average, experience with basic web page updating using Ms FrontPage</p> <p>High, extensive experience using HTML editing programs, FTP programs</p>
If you outsourced this maintenance work, what sort of turnaround from request to commencement would you require	1 Day / 2 Days / 3 Days / 5 Days / 1 week / 2 weeks / 1month

10. Marketing

Your internet marketing and promotion will provide the traffic (visitors) to your website. The more targetted this traffic is the more effective your website marketing will be.

10.1 Website marketing

List and rank the five most important sources of promotion for your website. 1 being the most important.	<p>Search Engines (Free)</p> <p>Search Engines (Paid)</p> <p>Banner advertising</p> <p>Print advertisements</p> <p>Customer promotions</p> <p>Television commercials</p> <p>Affiliate programs</p>
List any key phrases you think your website visitors will use to find products / services like yours.	Australian widgets, widget manufacturing, quality widgets
What is your short term (within 6 months) objective for the number of visitors to your website per day?	
What is your long term (within 12 months) objective for the number of visitors to your website per day?	

11. Training

11.1 Training and Support

Will your staff require training? What areas of training will they require?	Website maintenance Website promotion Email enquiry handling Internet Etiquette Online order processing Email software use
Will you require any other specific technical support for your staff?	

12. Domain Name

Domain names are the online equivalent of a business name registration or product trademark. They should provide address that is easy to remember for your audience.

12.1 Domain Name Registration

List any domains that you have already registered for this website.	
List any domain names you wish to register	www.our-company.com www.our-company.com.au
If you are trying to register a .com.au / .net.au domain, do you have a company or product name that is similar to the name you wish to register?	

13. Web Hosting

Web Hosting provides the delivery or serving of your website pages to your users, your required web hosting solution will depend on several factors including the size of your website, amount of traffic, required email boxes and other specific requirements.

13.1 Existing Web Hosting

If you already have a web hosting solution setup for this website, please provide details below other wise you can disregard and complete section 9.2 only.

Is your web hosting outsourced? If so provide the Company name and contact details of the web hosting provider.	
Describe your current web hosting features including number of email boxes allowed, storage space etc.	
What sort of support is available with your web hosting?	

13.2 New Web Hosting

How many email boxes will you require?	
List any other specific requirements for hosting your website.	

14. Budgeting

This allows us to provide you with detailed development options that will fit your budget. If your budget estimates are not in Australian dollars please indicate this with your currency type

14.1 Initial Development Budget

What is your pre-development / planning budget range?	\$0 / \$0 - \$1000 / \$1000 - \$5000 / \$5000+
What is your initial website development budget range?	\$1500 - \$5000 / \$5000 - \$10000 / \$10000 - \$20000 / \$20000+

14.1 Ongoing Yearly Budget

What is your web hosting budget range for the first twelve months?	\$500 - \$1000 / \$1000 - \$2000 / \$2000 - \$5000 / \$5000 - \$10000 / \$10000+
What is your website maintenance budget range for the first 12 months?	\$0 / \$0 - \$1000 / \$1000 - \$5000 / \$5000+
What is your website marketing budget range for the first 12 months?	\$0 / \$0 - \$1000 / \$1000 - \$5000 / \$5000+
What is your training & support budget range for the first 12 months?	\$0 / \$0 - \$1000 / \$1000 - \$5000 / \$5000+

15. Timing

15.1 Timing and scheduling

What is your deadline for the launch of this website?	
If you are planning a staged development and release of the website, outline these stages and their timing.	
List any outside factors that may affect the completion and launch of the website.	

Appendix

Include any other information here eg. Screenshots, diagrams, spreadsheets etc. that you have referenced during this plan.