



## Considerations for Planning Your Web Site

### 1. What are Your Goals?

These are broad areas of accomplishment for the web site. They will guide the specific objectives for the site. Goals may include such items as:

- Share information
- Increase contributions
- Sell products
- Educate clients and/or community
- Reduce overhead
- Convey brand position
- Increase intra company communication

### 2. Who is Your Target Audience?

Primary Audience: age, education, gender, income, values, location, issues

Secondary Audience: age, education, gender, income, values, location, issues

### 3. What are your Site Objectives?

Where goals are broad; objectives are narrow. Objectives are the means of determining the site's effectiveness. Here are some sample objectives:

- Six months after launch, at least 60% of visitors will visit "About Us"
- Six months after launch, will receive 15 email requests per month
- Nine months after launch, will receive a 15% increase in phone inquiries

### 4. Who is Your Competition?

List your competition and their web site addresses.

### 5. What are Your Company's Personality Attributes?

Friendly, Responsive, Professional, Caring, Ethical, Cost Effective, Service Oriented, Cutting Edge, Casual, Conservative, Light Hearted, Innovative

### 6. What is your Company's Unique Selling Proposition?

Your unique selling proposition and overall marketing message should be consistent across all media types including the web, print, TV, and radio.