Web Strategy Brief

Please use this questionnaire to begin planning your business web strategy. These questions originated to help business's develop a website strategy. They form the foundation of your development strategy. Remember, successful businesses are built on strategy and planning.

Please complete as much of this brief as you can and return it to Rykee Consulting. Alternatively, if you already have a business brief – email it to us.

Email: rykee.consulting@gmail.com

ALL SUPPLIED INFORMATION IS STRICTLY CONFIDENTIAL

Web Site Strategy

AUDIENCE

Who is your target audience?

What are characteristics of this audience? (consumer, business to business, etc.)

Who do you want to serve with the site customers and/or suppliers?

PURPOSE

What is the purpose of your site?

Do you have a clear picture of the business need the site will fulfill?

Will your site contribute directly or indirectly to profitability?

GOALS

How does the proposed site tie in to company goals?

Will you sell a product or service online?

Will you provide a sample portfolio of products or work online?

How does the site help you obtain or retain customers?

SIZE

How big will your Web site be?

Larger sites cost more money; will your site be five pages or 500 pages?

Have you thought about limits for the size and scope of the site?

INTERACTIVE

Will your Web site offer interactive features to visitors?

Can visitors send email, order a product or request information?

How can the site give you feedback?

Web Site Set-up
ONLINE SALES

Do you plan to make sales online?

If so, does your ISP offer a "secure" server?

Are you able to handle credit card payments?

CONTACT RESPONSE

Who will be responsible for responding to email messages from your audience?

Can you respond to email messages within 24 hours?

Web Site Content
CATEGORIES

Have you decided what the main categories or sections will be on your site?

Will the categories link to products and services or to more general subject areas with sub-categories?

FLOWCHART

Did you think about preparing a flowchart to identify all the components of the Web site?

Have you identified what subjects within the site might link to other subjects?

COMPUTER PROGRAMMING

Will you need custom computer programming to enable features on your site?

Do you plan to have a guest book, shopping cart, order forms or a calendar of events?

Do you want any information or interactive inputs to be related to a database for marketing or sales purposes?

COMPETITION

Who are your competitors online?

Of those, which competitor sites do you like and why?

What competitor sites do you dislike and why?

How can your site beat the competition?

HOT LINKS

What Web sites would you like to link to?

What Web sites do you want to link to your site?

Have you thought about registering your site with search engines?

SEARCHABLE

Do you want your entire site to be searchable by users?

Have you thought about what vendor can help you set up this and other features?

Web Site Maintenance
FREQUENCY

How often will your Web site be updated?

Do you plan to update daily, weekly or monthly?

Web Site Marketing
MARKETING TOOLS

What forms of marketing will you use to promote the web site?

Do you plan to place the Web address on all stationery, business cards and brochures?

Will you place ads, send direct mail or market the site online or a combination?

INTERNET PROMOTION

Are you planning to register the site with search engines?

Will you contact the media to review your Web site?

Do you plan to buy any Web banner advertising on other sites?

STATISTICAL FEEDBACK

What do you want to know about visitors to your web site?

Do you want to know where they came from to reach your site?

Do you want to know what pages on the site were viewed?

Do you need to know the total number of hits and page views?

ACCESS LOGS & REPORTS

Who will review the Web sites access logs which record some of the statistical information mentioned above?

Will reports about hits, page views and popular site elements be compiled monthly?