Website Key Items

Mission Statement: _____
25 Words or fewer – "What is the purpose of this Website?"

_____

_____

Target Market(s): _____
Reasonably precise demographics of the desired audience.

_____

_____

Site Draw(s): _____
What is/are the compelling reason(s) a member of the target market would visit the site?

_____

_____

_____

Site Sticky: _____
Once a visitor enters, what do you offer to keep them there?

_____

_____

_____

Bookmark/Return Reason: _____
Why will a visitor feel a need to bookmark your site for a return visit?

_____

_____

_____

Recommendation Potential: _____
Why would someone recommend your site to a friend or associate or add a link to your Website on theirs?

_____

_____

Meta Description: _____
240 Character Maximum – Concise Description of the Website for the Home Page. (Shows Up in Some Search Engine Listings)

_____

_____

_____

Database Requirements

Visitor Information to Collect: _____
_____
_____
_____
_____
_____

Site Information to Store: _____
_____
_____
_____
_____
_____

Outgoing E-Mail Requirements:

E-Mails the Server Should Send: *(Thank You, Automated Reply, etc)* _____
_____
_____

Autoresponder(s) Required? _____

List manager(s) Required? _____ Number of Lists _____

Incoming E-Mail Requirements:

Addresses: (Attach Additional Sheets if Necessary)
Approximate Number of E-Mail Addresses required: _____

_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____
_____, _____, _____, _____, _____

Online Forms Required (See Also Database Above)

Feedback: _____

Contact Us: _____

Contest Entry: _____

Join List: _____

Other: _____

_____

E-Commerce

Will you need a Shopping Cart? _____

Approximate Number and type of Items: _____

Will a Payment Gateway be required? _____

_____

Accept: _ MC, _Visa, _ Amex, _ Discover, _ Pay-Pal, _ Other: _____

Do you have Merchant Accounts/Gateways already in place?_____

_____

DNS

Requested Domain Names: Primary: _____ Additional: _____

_____

Are these already registered? ____   If not, what is your required term of registration? ____ Years

Notes: (Use the Back of Page or Attach Additional Pages if Necessary)

_____

_____

_____

_____

_____

_____

_____

_____

Individual Web Document Design Worksheet

Page Title: _____ ID No:_____

Path/Filename: _____

Why Does This Web Page Exist? (If you can't answer this, toss this page right now!)

_____

_____

Description: (For Search Engine Indices) _____

_____

_____

Key Words (use in Paragraph Text and Image Alternates: _____

_____

_____

NOTES/SKETCHES: (Use the Back of Page or Attach Additional Pages if Necessary)

Contents of this Page: _____

_____

_____

Link to This Page From: _____

_____

Link This Page To: _____

_____