

WORKSHEET



Information

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

If you currently have a web site, what is the address?

1. What is your organization's message? What do you want to communicate through your Web site?
2. If your organization already has a site, how will your new site improve what you already have? What can it bring you that your existing site doesn't?
3. If your organization doesn't already have a site, what will be the benefits of online exposure?
4. Who is your audience? Who would you like to reach?
5. How would your targeted audience use your organization's site? Why would they visit it? Why would they return to it?
6. How can your site best present your organization's point of view? What tone or voice is appropriate for your audience?
7. What will your site's main function be? Will it be a research or a development tool? A promotional space? A fundraising device? What will your site accomplish?
8. What types of content will your site include? How will this content be organized?
9. Are there other sites -- or features on other organization's sites -- that you want to emulate?
10. Should your site's look and feel be consistent with the other collateral your organization produces? How should it correspond, and how might it deviate?
11. What is your budget? (When calculating this budget, remember to factor in costs for both setup and maintenance.) You may need to do some research or get quotes to determine how much various features and services cost.
12. If your budget isn't enough to cover what you want, how might you get additional funding for your site? What additional resources can your organization allocate to Web development?
13. Can you create your new site in-house? How about maintain it? Who will provide for ongoing maintenance and updating?
14. If you aren't creating your new site in-house, who can you hire to do it? An individual consultant? A design firm? How will you go about sourcing these vendors?
15. Other:



