Web Site Initial Planning

Web Site Address: _____

What are the goals for your web site? (What does your company want the web site to achieve? - Get traffic? Increase sales? Distribute marketing material? ...)

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What actual user needs does the web site aim to satisfy?

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What is the key content of the web site?

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Who are the main target audiences for the web site?

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What are the central keywords/trigger words for your web site users? (I.e. what words would your users use to describe the key products/services/information described on your web site?)

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Which search engine keywords and -phrases are relevant for your web site content? (These would typically be identical to your key trigger words.)

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What do you think would be typical user scenarios for users entering your web site? (Be as specific as you can. Typical scenarios would be: *Find the price of product X. Find driving instructions for getting to your main office. Finding the e-mail address of your sales representative*, etc.)

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Ideas for making it easier for new users to complete scenario tasks:

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Use the area below to draw a "Organizational Chart" of your website. Draw dashed connecting lines to pages that may cross reference each other.