

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. Common objectives may include:

- 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: Age, education, gender, income, values, location, issues

Secondary: Age, education, gender, income, values, location, issues

3. 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 competition and their web site addresses.

5. What are the Company's Personality Attributes?

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

6. What is the Company's Unique Selling Proposition?

Your marketing message should be consistent across the web, print, tv, radio and other media.



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