



Creating a Successful Website

Design and Development Issues to Consider *Before* You Begin

- ❑ Perform a strategic evaluation of your objectives for a website
 - a. What do you want the website to accomplish for your business?
 - i. Market presence
 - ii. Online brochure
 - iii. Direct online sales
 - iv. Online product list/catalog supporting traditional sales channels
 - b. How will you measure success of the website?
 - c. Is the website new, or a revision or replacement of an existing site?
 - i. If it's new, why haven't you had a website before this time?
 - ii. If it's a revision/replacement, why are changes needed?
- ❑ Visitors
 - a. Who will be visiting your website?
 - i. Your established customers
 - ii. New customers only
 - iii. Both
 - iv. Non-customers
 - b. What level of Internet sophistication will they typically have?
 - i. What level will they need to use your website?
- ❑ Evaluate the "content" planned for the website
 - a. What is "content"?
 - i. Text
 - ii. Images, pictures
 - iii. Graphic elements (logos, trademarks, etc)
 - iv. Data

- b. Where will the content be obtained?
 - i. Existing marketing or sales materials
 - ii. You will prepare it as needed
 - iii. A third-party author (the website developer, a marketing agency, etc)
 - c. How often does the website change?
 - i. Daily, weekly, monthly, etc?
 - ii. What would the impact on your business be if the site becomes "dated" or inaccurate?
 - d. How will the website content be maintained?
 - i. You/your staff
 - ii. The website developer
 - e. Is any of the planned content currently confidential?
 - i. prices
 - ii. building details, eg, floor plans
 - iii. personnel: names, email, phone numbers
 - f. What would the impact to your business be if someone:
 - i. Copied (or saved electronically on their computer) content from your website?
 - ii. Distributed materials to:
 - 1. your customers
 - 2. your competitors
 - 3. law enforcement, government
- Security and privacy
- a. Is the website (or a portion of it) to be restricted to selected visitors?
 - i. How are these visitors identified?
 - ii. Are individual passwords necessary?
 - iii. Who will manage the passwords?
 - iv. How are passwords:
 - 1. created
 - 2. distributed to users
 - 3. changed
 - 4. removed, deactivated
 - v. Will "outsiders" be aware that there is a protected area of the website?

1. An obvious "members login here" link
 2. A secret and/or obscure address, known only to members
- b. Should the website be hosted in a "secure server" (SSL) environment
 - i. Credit cards
 - ii. Confidential client information
- ❑ Design and layout
- a. Do you already have design materials upon which the website design should be based?
 - i. A logo
 - ii. Trademarks, Brand Names, Service Marks
 - iii. Color scheme
 - b. If the design is based on existing materials:
 - i. What specific changes have you already considered, or already decided upon?
 - ii. What limits are you placing on what stays and what goes?
 - c. If the design is completely new:
 - i. Who is responsible for creating the design?
 - ii. What guidelines or limits are you requesting be followed?
 - d. Is the final web design going to be used later for offline materials?
 - e. Are there existing websites (or materials in other media) which you:
 - i. Like and want to see incorporated into your website?
 - ii. Dislike and therefore want to see avoided?