

# WEBSITE DEVELOPMENT PLAN



**Packet Completed by: (First / Last Name)**

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**DATE:**

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**EMAIL:**

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**PHONE:**

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**ADDRESS:**

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**CURRENT DOMAIN NAME:**

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**DESIRED DOMAIN NAME:**

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**CURRENT WEBSITE HOSTING SERVICE:**

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## General Project Overview

**What is your level of computer expertise?**

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**Have you ever managed a website? If the answer is yes please list the software and scripting languages used.**

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**Do you intend to manage your new website? If no, would you consider having Nicole manage it for you. If yes, would you like to have Nicole provide training?**

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**Are you interested in an e-commerce site? If yes, do you have a merchant account, SSL certificate, and/or PayPal account? Is there a shopping cart you would prefer to use, one provided by your hosting company, or do you need a recommendation?**

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**What is the budget for this project? (please note: CGOA members receive 40% off design costs – maintenance plans not included)**

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**Are there any specific features you would like included? (i.e. Photo albums, slide shows, flash movies, blogging, podcasts, image swaps etc. )**

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# Website Development Plan – Part 1

## Objectives:

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## **Standard Website Objectives**

### **Primary**

Advertising of programs/events

Selling programs/events/product

Providing customer service or support

Providing Program Information

Reinforcing Brand Image

Branding/Corporate Image

### **Secondary**

Search Engine Friendliness

Repeat Traffic Generators

Viral Marketing Techniques

Loyalty Programs

Include Stickiness Elements

Meet the needs of all target markets

Meet and beat the competition

Convert web site visitors to physical visitors





## Website Development Plan – Part 4 – Plan Your Content

### Write your text.

1. Brief description comprised of one or two paragraphs describing your organization or business.
2. Detailed description of your business or organization history and goals.
3. Testimonials from clients, customers, or patrons.
4. Driving and public transportation directions to your physical location.
5. List of answers to frequently asked questions.
6. Contact Information – Hours of operation, email, USPS address, physical address, telephone, and fax.
7. Links to businesses, organizations, and other informational sites that are related to your business.
8. Product/Services list with descriptions and prices.
9. Create or improve slogan or tagline.
10. Image captions.

### Select your graphics and photographs.

1. Obtain a high resolution digital image of your logo. Nicole will accept all formats, although PSD, EPS, PDF, or Tiff are of the best quality. If it does not exist in digital format or is low resolution, please submit a print copy to be scanned or reproduced.
2. Determine the fonts that are associated with your company's branding. If available send a copy of the font file to Nicole. If you know the name of the fonts you prefer please list them here:

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3. If your logo requires artist recognition please provide that here:

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4. Selecting Photography – select images that are professional looking and best represent your products and services. All digital formats and prints are accepted for use in the website design process. Please do not hesitate to send less than preferable images as Nicole can most likely clean them up.

- Please send digital images on CD-ROM to the address below or provide access to FTP for download.
- **Prints may be mailed for scanning to:** Nicole Scalessa, 213 Seminole Ave. Norwood, PA 19074.

## Website Development Plan – Part 5 – Navigation

Navigation is the most important design element of any website. To ensure visitor satisfaction and repeat traffic your site menu must be easy to use, streamlined, and logically organized.

List the pages by name and description that you would like to include in your website. This list will be used by Nicole to create a site menu proposal.

Name: \_\_\_\_\_  
Description \_\_\_\_\_  
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Name: \_\_\_\_\_  
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**Navigation Cont.**

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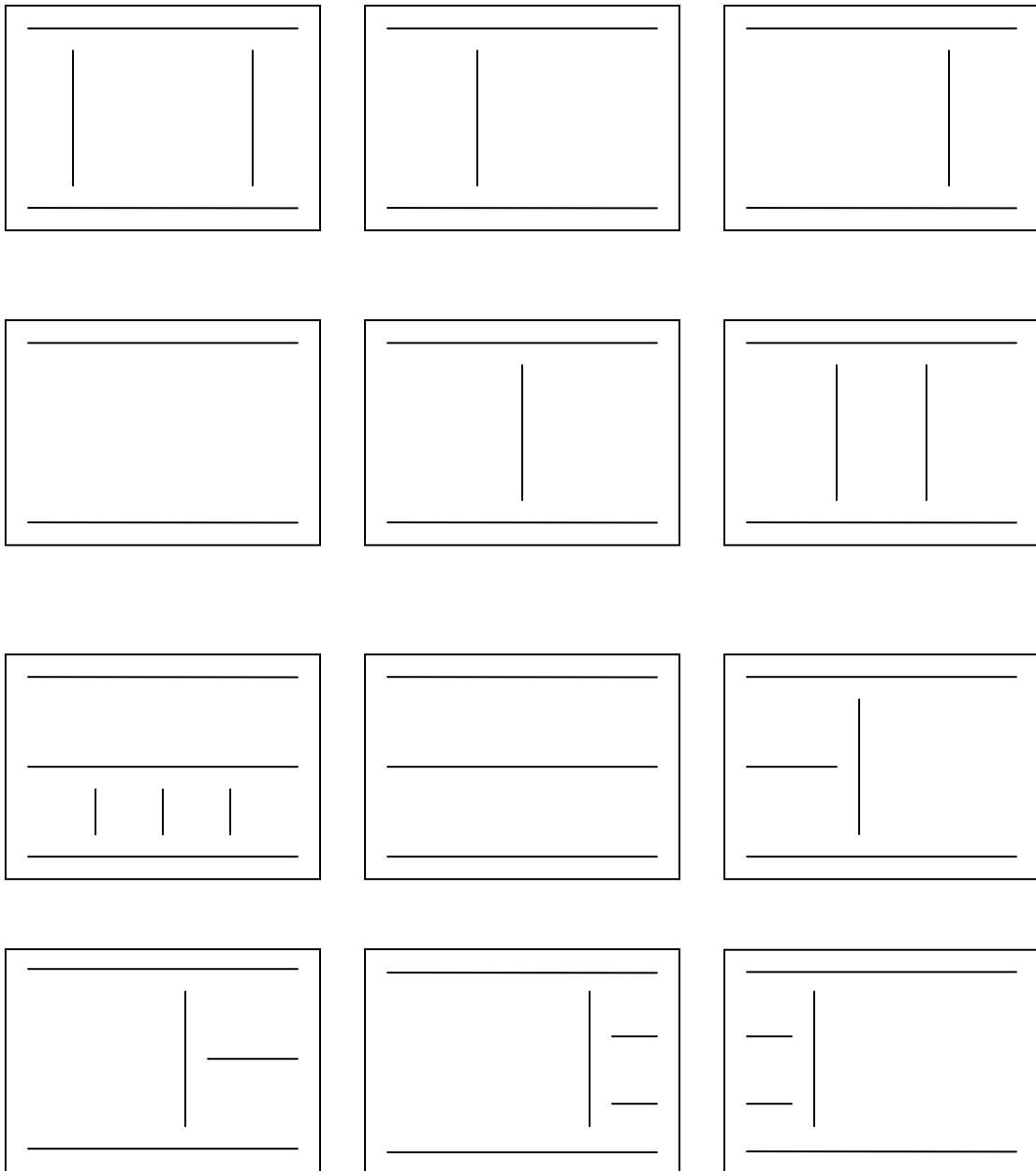
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Name: \_\_\_\_\_  
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## Website Development Plan – Part 6 – General Layout

The designs below are generic layouts provided to better understand your vision of how the site should look. These will be used as guidelines in the template design process, however, you are not limited to these layout samples.

**Circle the boxes you prefer and provide comments in the space provided on the next page.** *Vertical lines indicate column dividers. Horizontal lines indicate header and footer.*





# Marketing Your Website

## Competitors

1. Create a list of all your **Direct Competitors** (both internet and brick & mortar)
2. Create a list of the top 20 **Search Engine Competitors**  
- To compile list search popular browsers such as Google using keywords you would expect your customers to use if they wanted to find your website.
3. Create a list of companies selling the same or similar products & services that you would not consider Direct Competitors, but rather up & coming competitors.

*An analysis of your competitor's websites will be created with this information and assist in the design of your website. By researching both the positive and negative elements of your competitors web presence you can better insure the success of your business online.*

## Keywords

Create a list of 50 Keywords related to your business that may be used in a search engine.

Some helpful websites:

<http://www.wordtracker.com>

<http://www.overture.com>

*These keywords will be used for meta-tag inclusion and should be specifically related to your organization, service, and products. It may be helpful to use the "file>view source" feature in your web browser to see the meta-tags used by your competitors that have successfully ranked in the top 20 of a keyword browser search.*

## Link Reciprocation

*The best way to improve your search engine ranking is to have your website address on as many related websites as possible. This process is called link reciprocation. The more sites that link to you the higher your ranking.*

1. Write a brief form letter that may be used to email prospective websites to request they add an image or text linking to your site.
2. Make a list of all the websites that potentially will link to your site.
3. Include in your site design an area that includes logo images and linking instructions that visitors can easily capture and add to their website.

## Typical Development Schedule

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### **Week One:**

Nicole will review completed worksheets and provide project proposal and quote within one week of receipt.

### **Week Two& Three:**

Nicole will design 3-5 templates for you to review at or before end of week 3.

### **Week Four:**

Apply all necessary edits to design and layout content.

### **Week Five:**

Launch site and perform any additional edits for one week following launch. Site maintenance training upon request. Marketing strategy meeting upon request.

*Please note that payment for services does not bind Nicole Scalessa to this schedule. This schedule is provided to give the client a general idea of the typical development timeline.*

## Applications & Code Typically Used But Not Limited To:

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### **Website Design Authoring Applications:**

Macromedia Dreamweaver, Fireworks, & Flash.

### **Code:**

CSS, XHTML, DHTML, Javascript, PHP, EAD (in conjunction w/XSLT & XML)

### **Database:**

MySQL

### **Digital Imaging:**

Adobe PhotoShop, Macromedia Fireworks & Freehand.

### **Word Processing:**

Microsoft Office - including Word, Excel, Publisher, PowerPoint  
Adobe Pagemaker, CutePDF Writer, Broderbund PrintMaster. Accept all .txt files.

### **Content Management for non-web developers:**

SnippetEdit.com

### **E-Commerce:**

osCommerce, SecureCart.com.