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DESIGN

client
workbook

prepared by: _____

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Website Agenda and Goals Planning Worksheet

PART 1: 25 Decision-Making Questions

The following 25 questions are designed to get you thinking in big picture terms. Feel free to share these questions with others in your organization.

1. Why do you want to have a new website, or have your current site redesigned?
2. What will happen if you don't have a new website, or have your current site redesigned?
3. Please describe your organization in a few sentences.
4. What is there about you and your background that sets you apart for a special (niche) group of prospects?
5. What problems do your prospects have that your organization solves?
6. How can your particular background help prospects, compared to others in your field? What's special about you offer?

7. Why do you believe site visitors should choose you rather than the competition?

8. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

9. Please describe your prospects. Pay special attention to their income, interests, gender, age, even type of computer they use, e.g., old with dialup account or newer with broadband, or no computer at all, e.g., connecting to the Internet via smart phone or other mobile device. If your website is a business-to-business site, what sort of companies are you hoping to attract?

10. What is your budget for this project?

11. Who are the decision makers on this project? What is the turnaround time for making a decision?

12. What staff will be involved? What are their roles? Is there a webmaster on your staff?

13. What is your deadline for completing the site?

14. Please list the names of five other sites that you like. Why are they attractive to you?

15. Have you researched your online competition so you have an idea of what you do and don't want on your site?

16. What do you NOT want on your site in terms of text, content, etc.?

17. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

18. Do you have a logo? If not, would you like to have one designed?

19. Are you planning to do online sales? If so, what is the product or service, and how many items do you want to sell online?

20. If you're planning to sell online, are you set up to accept credit cards?

21. How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?

22. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

23. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

24. Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

25. How do you plan to encourage repeat visitors and referrals?

PART 2: Desired Pages and Functions

- About Us
- Admission Requirements (for undergraduates, graduate students, or both)
- Alumni List
- Articles
- Autoresponder (answers inquiries automatically)
- Bibliography
- Blog
- Calendar of Events
- Career Options for Graduates of your Program
- Conference Details and Registration
- Contact Form
- Course Descriptions
- Credits, Education, Awards, Professional or Industry Certifications
- Curriculum Vitae
- Directory (administrators, managers, faculty, staff, employees, etc.)
- Discussion Forum
- Fee Schedule
- Frequently Asked Questions
- Glossary
- Graduate/Postdoctoral Training Opportunities
- Grant, Corporate, and Foundation Funding
- Guarantee or Warranty
- Links
- Map and Directions
- Media Center
- Members-only Section (password- protected)
- Mission Statement
- News Releases
- Order Form(s)
- Organizational Profile (of your college, university, agency, or company)
- Podcast(s)
- Products and/or Services Offered
- Publications List
- RSS Feed
- Research and Professional Interests

PART 3: Domain Names

Do you have a domain name?

___ Yes. If so, what is the name, and which domain registration service did you use?

___ Not yet.

HOMEWORK ASSIGNMENT: If you don't have a domain name yet, you can purchase one through a domain registration service. Check the availability of your preferred domain name(s) at Dotster.com, GoDaddy.com, or another registration service of your choosing.

PART 4: Web Hosting

Western Sky Communications is not in the website hosting business. However, recommendations are available upon request. In order to upload site files to your website host, FTP or other access is required.

Your current Web Hosting Service: _____

Phone: _____

E-mail for support or help: _____

PART 5: Search Engine Considerations

Western Sky Communications does not offer search engine optimization or pay-per-click advertising campaign management. However, recommendations are available upon request.

Regular monitoring of your website visitor statistics is strongly encouraged. This will provide valuable information about your visitors, e.g., what search engines and search terms they're using to find your site, how long they're staying, and how they're navigating through your site. This information will help you devise strategies for increasing your customer conversion rate. Western Sky Communications can set your site up with the free Google Analytics monitoring service.

PART 6: About Western Sky Communications

Since 2000, Western Sky Communications has specialized in [graphic design for science and technology](#). Projects have been completed for:

- Academic conferences
- Continuing education programs
- Laboratories
- Online courses
- Research programs
- Scholarly book promotions
- Technology licensing
- Undergraduate and graduate student recruitment

Clients have come from the Universities of Arizona, Kansas, Massachusetts, Michigan, and Northern Iowa, Vanderbilt University, the Professional Science Master's Degree Program, Research Corporation for Science Advancement, Research Corporation Technologies, and the United States Forest Service.

Here's a sampling of what Western Sky communications can design for you:

- Websites, blogs, and e-mail newsletters
- Logos
- Print advertisements
- Posters, brochures, flyers, and other promotional materials
- Postcards and other direct mail pieces
- Stationery systems, which include letterhead, business cards, envelopes, etc.

Since many clients wish to maintain their own websites, Western Sky Communications offers installation of Content Management Systems (CMS) based on the open-source Drupal or WordPress software.

Drupal is used by many U.S. government agencies, including the White House, and numerous universities. Although it has earned much of its popularity through its ease of use for bloggers, WordPress can also be used for building and maintaining websites.

CMS Advantages. The easiest way to think of a CMS is to consider how you'll be working with it – visualize a word processor that lives inside of your browser. That's what you'll be using to update and maintain your site.

CMS-based sites offer numerous advantages over websites that are collections of static pages that must be maintained by people who know HTML. [This article describes how a CMS can save you time and money.](#)

Questions? Comments? Call Western Sky Communications at 520-690-1888 or [send an e-mail.](#)