Proseware, Inc.

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Web Site Creation Strategy

Developing a Web presence in the marketplace for your product or service is an important part of a successful marketing plan. The following steps and questions can help you to develop your marketing Web site.

# Planning the site

## Research

### Research and scheduling

[Does your company need a Web site? Research your competitors' Web presences and then determine if you need a Web site, and if so, how soon the site should be developed.]

### Vision and purpose

[Determine the vision and purpose for your Web site.]

### Strategic objectives

[What are the strategic objectives of your Web site? For example, do you want to provide online ordering or to announce new products?]

### Critical success factors

[Describe the processes required to create a successful Web site.]

### Technology

[What technology will you use for your Web site?]

Server type:

Server location:

Host:

Technical Support for site and server:

### Risk and pain factors

[Determine the costs of deploying your Web site, including such factors as your budget, downtime, change processes, and upgrades.]

## Strategy

### Competitive landscape

[Use the following table to evaluate the market, measured against your competitors' Web sites. This will help you determine how to make your Web site competitive.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| Sales | [$$$] | [$$$] | [$$$] | [$$$] |
| Net profit (loss) | [$$$] | [$$$]) | [$$$] | [$$$] |
| Employees | [###] | [###] | [###] | [###] |
| Market share | [%] | [%] | [%] | [%] |

### Brainstorm

[Identify action items for building your Web site.]

## Plan

### Look and feel

[Develop your Web site diagram and draw preliminary mockups of your Web page designs. Determine colors, graphics, and layout. Make notes of critical decisions as you go.]

### Project identification

[Identify your project resources and the logistics of building your site.]

### Deliverables

[Determine what documentation you must create and pass on to your stakeholders. For example, you might need a marketing plan, a sales plan, or an IT strategy.]

# Building the site

## Discovery

### Team structure

[In the following sample table, list your Web site creation team members and their contact information.]

|  |  |  |
| --- | --- | --- |
| Role | Resource name | Reports to |
| Project lead | Kim Ralls | (512) 555-0158  Kim@example.com |
| Marketing manager | Darren Parker | (512) 555-0133 |
| Graphic designer | Christie Moon | (512) 555-0137 |
| Web developer 1 | Sean Purcell | (512) 555-0132 |
| Web developer 2 | Kirk DeGrasse | (512) 555-0135 |

### Content

[Identify the content for your Web site. Decide where you need to develop specific content, adapt existing content, insert links, or create forms.]

### Project plan

[Assign responsibilities and determine milestones and deadlines for project completion.]

### Risk assessment

[Assess the risks that might need special attention. Determine how to handle those risks.]

## Design

### Conceptual design and prototypes

[Create mockups that show the final layouts for each page, frame, or section of the site.]

### Technology architecture

[Determine how elements on the site will interact with your internal systems]

Customer databases

Product catalog

Shopping cart

Order confirmation

Order verification systems

### Quality assurance

[Develop a testing strategy and run function tests to make sure that all items populate and work properly. Address any found issues prior to release.]

## Implementation

### Content development

[Determine the content that you want to put on your site. This includes items such as your company information, product lists or catalogs, locations, press releases, contact information, or FAQs.]

### Graphic assets

[Identify the graphic elements that you need for your site, and assign the resources necessary for development. Graphic assets can include photographs, illustrations, animated objects, fonts, and user interface elements such as option buttons and navigation buttons.]

### Templates

[Identify and develop the templates that you need to present information on your site.]

### Functionality testing

[Develop your functionality testing strategy. How will the site be tested to make sure that every element functions as expected? Do you need to test how quickly your site loads in every browser that you support? How will your site come up in various Web searches?]

### Updated project plan

[Assess your project plan and identify milestones that still must be reached. Update your plan as needed. Are there any critical areas that still need attention?]

## Stabilization

[Stabilization includes testing your Web pages for accuracy and functionality, fixing bugs in the code, deploying the finished product for public use, and performing continuing maintenance to keep your Web environment running at optimal levels.]

### Testing

[Determine at what point the system's response time degrades or fails under heavy loads. Make sure to test each browser that you support.]

### Bug fixes

[Develop and implement a system for noting and fixing bugs within the site as they are identified. What system will you use for testing the bug fixes?]

### Deployment

[Develop a plan for deploying your completed Web site to the Internet.]

### Maintenance plan

[Determine a plan for maintaining your Web site. Indicate who will perform backupsreplace hardware, and install updated content. Will your site host be responsible for any of these tasks? Develop a site maintenance schedule.]

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