



planning **your** website

An easy, 7-step guide to getting started toward building a better website

background information



a few details before we begin

Thank you for considering GlobalMagic as a partner in the development or redesign of your website. We're dedicated to helping you build a site that meets your needs and will generate measurable results.

Before we get started there are a few things we need to know. We've put together this quick planning guide to learn about your goals, users, competitors, existing site, and how to make this particular project a success.

After you complete these few short pages we'll be better able to develop a proposal and cost estimate for you – including a complimentary analysis of your existing site. This is just a data gathering document – there's no cost, obligation, or commitment involved in filling it out.

Please provide us with the information on the right and then complete the questions on the following pages. You can contact us at any time if you have questions or need some guidance through this process. The final page provides instructions on how to return this guide to GlobalMagic.

Your Name:

Your Organization:

Your Phone Number:

Your Email Address:

Your Website URL:

Your Slogan (optional):

Your Industry:

Describe what your organization does in 1-2 sentences.

What are the Top 3 things you would like to communicate to your audience through your site?

#1

#2

#3

1: goals & objectives



the direction we need to take

Before starting a web project, we like to step back and take a broad view of your objectives. This is the first of a few quick worksheets intended to help determine what shape the right site for your will take.

A website can help achieve a number of goals. Some examples include:

- Marketing and attracting new customers
- Improving customer service
- Improving external communication
- Improving internal communication
- Reducing costs
- Direct sales (e-commerce)

Which of these are your goals? Don't worry about specifics – we'll discuss details after. For the moment think in broad terms. Right now we're looking at the forest, not the trees.

Please check the boxes on the right to tell us what your main site goals are – whether this is a new site or a website redesign.

Marketing and attracting customers.

Bringing more visitors to your website and generating more business.

Providing services and features to existing customers.

Banks improve customer service by providing online financial services 24 hours a day; you can extend customer service online, too.

Improving company-to-customer communication.

Newsletter, email blasts, and press releases can keep your company, products, or services in the mid of your customer.

Improving internal communication.

Internal websites, or "intranets," collect relevant company information in one easy-to-use location, improving efficiency and consistency.

Reducing fixed costs.

Communication and printing costs can be reduced by thousands of dollars using standard Internet technologies.

Direct sales and e-commerce.

Sales of your products, services, information etc online.

2: intended audience



Targeting specific groups lets us meet their individual needs

Time for some surprising news – we aren't building a web site for you. We're building a site for your customers. Only by meeting their needs will the site be successful at spurring users to action: placing an order, signing up for a newsletter, hiring you as a consultant, or just bookmarking your site for future use.

Take a moment to brainstorm about who might use your site. What would they need to find in order to convince them that you can meet their needs? Think about the specific information and features that will best answer their questions or provide them with useful services and solutions.

Group #1:

Information and Feature Needs:

Group #2:

Information and Feature Needs:

Group #3:

Information and Feature Needs:

3: competitive analysis



Understanding the players lets us plan a winning strategy

The web has come a long way in a short time. It used to be that just having a web site represented some level of online success, but now there are literally tens or millions of other sites competing with yours. Your website needs to stand out if you're going to make it online.

According to research by leading industry analysts, 75-85% of visitors find sites through search engines such as Google, Yahoo, and MSN. These visitors check out some of the results and then settle on a few sites to explore in detail. There's an important lesson to be learned here: Your site needs to make a great first impression to get noticed and then follow through with good information and features if you're going to stand a chance of converting visitors to customers.

Please list the websites of your top three competitors, as well as a brief list of what you like or don't like about their sites. We'll perform a comprehensive review of the design, navigation, content, and features of these sites and help you develop a plan to stay ahead of your competition.

Competitor #1: http://_____

Likes, dislikes, and general impressions.

Competitor #2: http://_____

Likes, dislikes, and general impressions.

Competitor #3: http://_____

Likes, dislikes, and general impressions.

4: reviewing your site



what to keep and what to can

Most of the clients we work with have an existing site that doesn't fully meet their current needs. Maybe it was something they put together in house, or used a firm that didn't quite understand their goals and objectives. But now they've found that it is time to take their site to the next level.

We'd like to know about the experience you've had with your site. Please be as specific as possible. We'll use this information to determine how an updated site with enhanced capabilities can better meet your needs.

2. The Bad

What don't you like about your site? Where have there been problems?

1. The Good

What do you like about your site? What's been working?

2. The Bad

Online visitors can be the most outspoken critics and offer the most insightful appraisals. What have others said about your site?

5: specific site features



bells and whistles to enhance your site

When most people think about creating a website they have a few things in mind – most likely something they’ve already seen at another site. In this step we’ll work through some of the more common features customer request for their sites. Additional space is provided for you to describe a feature you may be seeking.

Please check any specific features you’d like to incorporate into your site, or write one in below. We’ve listed some of today’s popular features on the right.

Have something specific in mind? Tell us about it.

- Email Newsletter
- E-Commerce
- Discussion List / Forum
- Blog
- Personalized User Area
- Events Calendar
- Document Management System
- Customer Relationship Management System
- Corporate Intranet
- Widgets / Gadgets
- Multimedia (Flash)
- Audio / Video
- Rotating Billboards
- News / Public Relations Postings
- Product Configurator
- Photo Slideshows
- Search Engine Placement
- Online Testing / e-Learning

6: success criteria



how we'll know we've hit the mark

We've made a lot of progress in this evaluation guide. We know your overall goals, who your users are, how they'll use the site, who your competitors are, and what kind of feedback you've had about your existing site.

Six months from now we want you to say to yourself "I'm happy that I worked with GlobalMagic. This new website is great and meets, and even exceeds, my goals." So we have one final question before we're done: How will we determine whether this project has been successful?

Please pick the top five criteria that will let us know whether or not his project has been successful. A few examples of what customers have said to us in the past include:

- Number of new clients generated
- Online sales volume increase
- Number of newsletter subscribers
- East of in-house maintenance
- Cost of development
- Response from visitors

Success Criteria #1:

(most important)

Success Criteria #2:

Success Criteria #3:

Success Criteria #4:

Success Criteria #5:

(least important)

7: we're done



now just send this in

That's it – you're finished!

Thanks for filling out this evaluation. Our staff now has the information we need to get started.

Please send this guide to GlobalMagic via mail or fax.

What's next?

A member of the GlobalMagic team will follow up with you with questions, comments, and soon thereafter a detailed development proposal with cost estimate.

Then together we'll determine how best to begin your project and meet your goals.

Mail:

GlobalMagic Corporation
Attn: Pam Krengel
5252 East 82nd Street, Suite 200
Indianapolis, Indiana 46250

Fax:

317.284.3061