



YOUR WEBSITE DEVELOPMENT *Pre-* PRE-PLANNING GUIDE

Many times, companies looking to develop a new website or refresh an existing site get caught up in the design or the technology involved. While both of these components are very important down the road, the first step is always to focus on the site's ultimate goals. This guide will help you *plan the planning* of your web development project.

So, before you start developing strategies, creating content, designing pages, and programming the back end, [START HERE!](#)

PROJECT OVERVIEW — THE BASICS

Project Name: _____

Description: _____

CONTACTS

Name: _____

Roles/responsibilities: _____

Name: _____

Roles/responsibilities: _____

Name: _____

Roles/responsibilities: _____

Proposed Start Date: _____ Proposed Completion Date: _____

Primary URL:

1: _____

Secondary URLs:

1: _____

3: _____

2: _____

4: _____

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Add any additional notes or questions on the back page and be sure to attach any relevant documentation.

1. YOUR BUSINESS

First, let's focus on the basics.

1. What does your company do, exactly? What products or services does your company offer?

2. How are you different from your competition?

3. What is your Unique Value Proposition (UVP)? What makes you unique?

2. CURRENT WEBSITE

Successful and not so successful parts of your website will help determine what you can throw away, keep, and build upon for the new website.

1. What are the main reasons for the redesign or development of your website (for example, outdated design or technology, new services, new markets, change of business model, etc.)?

2. What aspects of your current website are successful? What makes them successful?

3. What aspects of your current website are not successful? What makes them unsuccessful?

4. Do you have any current analytics or performance metrics (for example, visitor stats, bounce rates, time on page, pages per session, most visited pages, SEO rankings, etc.)? If so, please highlight them below and attach any documentation you have. This will help in planning the sitemap, developing content, and SEO.

3. USERS, VISITORS, CLIENTS, AND CUSTOMERS

So, who are they and what do they think of you? Why do they choose you over your competition? Your users are the reason your site exists, so the logical way to build a website is to develop content and flow that's catered to them.

1. How is your company perceived in the marketplace?

2. Why would your clients and customers choose you over your competition?

Now let's define some of your top visitors.

Persona 1:

Basics: Job title, industry, company info, income, goals, values

Demographics: male/female, age, marital status, city/suburbs, typical day

Problems/pain points: What problems do you help them solve? What experience do they need when seeking your product or service?

Online activities: Social networks, search terms, news/information sites

Behaviors: What are the primary actions he/she will take on your website?

Persona 2:

Basics: Job title, industry, company info, income, goals, values

Demographics: male/female, age, marital status, city/suburbs, typical day

Problems/pain points: What problems do you help them solve? What experience do they need when seeking your product or service?

Online activities: Social networks, search terms, news/information sites

Behaviors: What are the primary actions he/she will take on your website?

Persona 3:

Basics: Job title, industry, company info, income, goals, values

Demographics: male/female, age, marital status, city/suburbs, typical day

Problems/pain points: What problems do you help them solve? What experience do they need when seeking your product or service?

Online activities: Social networks, search terms, news/information sites

Behaviors: What are the primary actions he/she will take on your website?

Additional Personas

1: _____ 3: _____

2: _____ 4: _____

4. COMPETITION

Who are they? What do you like about their web presence (for example, content, navigation, functionality, graphics/imagery, videos, etc.)?

Company 1: _____ URL: _____

Likes/dislikes: _____

Company 2: _____ URL: _____

Likes/dislikes: _____

Company 3: _____ URL: _____

Likes/dislikes: _____

Others

1: _____ 3: _____

2: _____ 4: _____

5. NEW WEBSITE

Let's talk about the big picture first. If these create more questions, be sure to jot them down.

1. What are your primary and secondary business objectives for the new website?

2. What will be the measures for success, and what are you hoping to achieve?

6. FEATURES AND FUNCTIONALITY

Functionality comes in many different formats. It could be something as simple as a contact form or as complex as an Application Programming Interface (API) integration (for example, e-commerce, events calendar, search, social media feeds, blog, database integration, etc.).

1. Are there any business or sales processes that you would like to automate or enhance on the website?

2. Are there any marketing or lead-gen processes that you would like to incorporate into the website?

3. List out any other desired functions along with the reasoning.

Function 1: _____ Reason 1: _____

Function 2: _____ Reason 2: _____

Function 3: _____ Reason 3: _____

7. CONTENT AND SEO

Content (for example, copy, graphics, photos, videos, etc.) is key to a successful website, and having a constant flow of fresh content is necessary for Search Engine Optimization (SEO).

1. Where will your content come from? Does it exist or need to be created? Who will be responsible for creating new content?

2. Content strategy is key to keeping your site fresh for visitors. Offering content such as blogs, press releases, and white papers is a sure way to keep visitors coming back. Do you have a strategy? If not, who will be responsible for developing one?

3. SEO is essential to make sure your website can be found and to improve your site metrics. Do you have a strategy? If not, who will be responsible for creating this?

8. TECHNOLOGY

This section could use a guide all to itself! Let's start by listing your technology needs and requirements. Some things to think about are content management systems (CMS), responsive or mobile friendly design, system integration, analytics, and hosting.

Requirement 1: _____

Requirement 2: _____

Requirement 3: _____

Requirement 4: _____

9. DESIGN/BRAND

Design, brand, user experience, and user interface all play a role in creating a great-looking website that is easy to navigate and intuitive to use. It all starts with your brand and how it's communicated to your audience.

1. Do you have existing brand guidelines (for example, logo, colors, images, usage regulations, etc.), and do they address web and online materials?

2. Describe in a few words or adjectives how your site visitors should perceive your new website (for example, corporate, stable, knowledge source, forward-thinking, innovator, friendly, etc.).

3. List any URLs, both in and out of industry, that you find impressive. What exactly is it that you like about them (for example, content, navigation, functions, graphics/imagery, videos, etc.)?

URL 1: _____ Likes: _____

URL 2: _____ Likes: _____

URL 3: _____ Likes: _____

10. MARKETING

It is essential that you plan how to drive, engage, and convert your visitors. Do you have a marketing plan (short- and long-term)? How will the new site be integrated? Will you include social media, develop lead generation, or create an email and landing page campaign? These are all crucial parts of ongoing success.

Click one of the following topics to learn more:

BRAND STRATEGY	CROSS-MEDIA MARKETING	MOBILE APP DEVELOPMENT
ANALYTICS	STRATEGIC PLANNING	EMAILS AND LANDING PAGES
SOCIAL INTEGRATION	STRONG CALLS-TO-ACTION	

ANYTHING ELSE WE SHOULD KNOW?

ABOUT STREET LEVEL STUDIO

After nearly 30 years of watching and forwarding change in the marketing industry, Street Level Studio has evolved as new technologies and strategies have emerged. Today’s communication tactics allow us to provide a wider range of communication design and marketing strategy solutions for our clients.

We partner with our clients to help them reach their customers in a more meaningful way, and we believe that the best way to gain the trust and respect of your

customers is to listen to their needs as well as expressing what you can offer. This two-way conversation fosters solid relationships and long-lasting loyalty.

At Street Level Studio, we don’t do sloppy. We take pride in our work and are committed to clean, captivating, high-quality work that meets our clients’ needs and exceeds their expectations. Whether it’s one brochure for a local business or a comprehensive campaign for a national brand, our dedication is unmatched.



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