# planning your website

**An easy, seven-step guide to getting started with Locke Design**

# LOCKE DESIGN
## WEB WORKBOOK

# background information

**A few details before we begin**

Thank you for considering Locke Design 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 send you a proposal and cost estimate - including a complimentary analysis of your existing site and your competitors' sites.

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 Locke Design.

**Your Name** _____

**How did you hear about Locke Design?** _____

**Anything else we should know?** _____

**Your Organization** _____

**Your Phone Number** _____

**Your Email Address** _____

**Your Website URL** _____

**May we send you our e-mail newsletter?**

- ☐ **Yes**
- ☐ **No**

Our newsletter is sent out once a month and includes valuable tips and ideas on how to get more from your website. We do not share list names with anyone and you can change your subscription at any time.

# one: goals and 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 five quick worksheets intended to help determine what shape the right site for you will take. A website can help achieve a number of goals. Some examples include:

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

Which of these sound like goals you have? Don't worry about specifics - we'll discuss details later. 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.**

# two: 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.

As an example, let's look at the case for a wedding photographer. Who might use her site? Chances are brides and the mothers of brides. These visitors want to know some specific things before they hire her: how much she charges, when she is available, and what her past work looks like (a photo portfolio). They may want to read some testimonials from happy customers and certainly need contact information.

**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**

_____

_____

_____

_____

# three: competitive analysis

**Understanding the players lets us plan a winning strategy**

The web has come a long way in a short period of time. It used to be that just having a website represented some level of online success, but now there are literally billions 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, AOL, or MSN. These visitors check out some of the results and then settle on a few sites to explore in further detail.

There's an important lesson to be learned here: Your site needs 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 URL #1:**
**Likes, dislikes, and general feedback:**

_____

_____

_____

**Competitor URL #2:**
**Likes, dislikes, and general feedback:**

_____

_____

_____

**Competitor URL #3:**
**Likes, dislikes, and general feedback:**

_____

_____

_____

# four: 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 needs. Maybe it was something they put together using FrontPage just to try out the web or their neighbor's teenage son built something in exchange for a digital camera. These are fine ways to get started on the web, but at some point it's time to reach for the next level.

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

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

_____

_____

_____

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

_____

_____

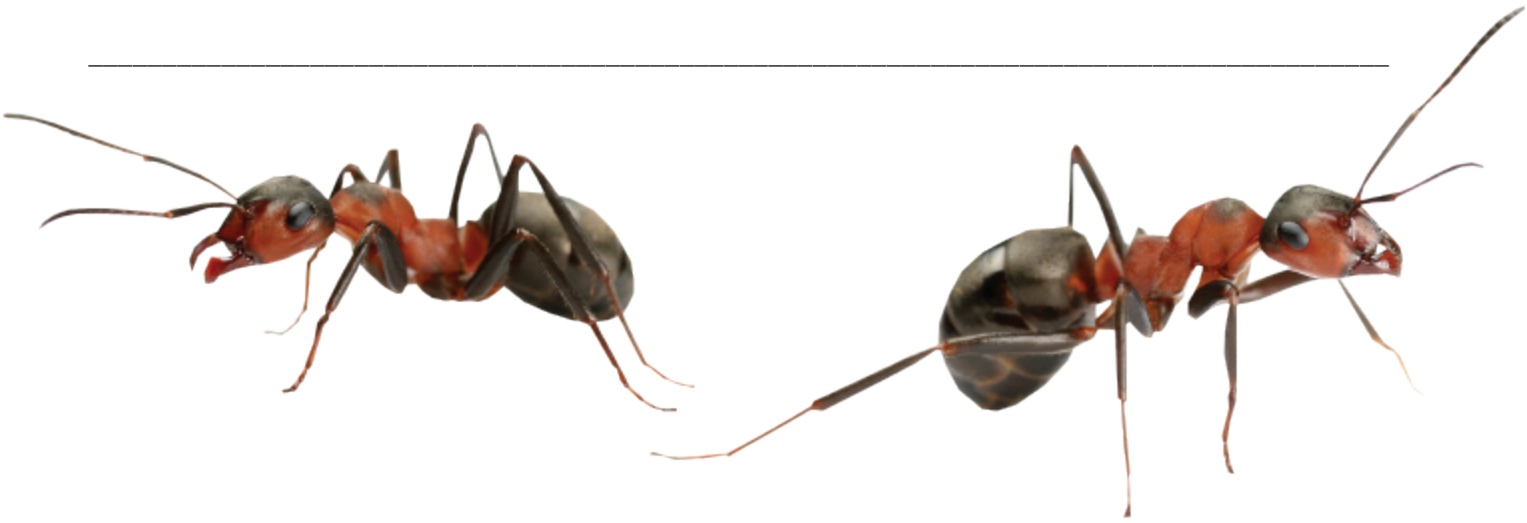
_____

**The Feedback**
Online users are the harshest critics and give us the most insightful praise. What have other people said about your site?

_____

_____

_____



# five: 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 soon at another site. In this step we'll work through some of the more common features customers 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 four popular features.

**Have something in mind? Tell us about it!**

_____

_____

_____

☐ **Email Newsletter**
An email newsletter can be used to easily send messages to tens of thousands of clients. Many companies use these to keep in touch with their client base and notify them of news, products, and events

☐ **E-Commerce**
Online sales can be a great way to build your business' sales or introduce a new product to the marketplace. These sites can be basic, such as selling a book or a CD online, orextensive, like amazon.com. We'll need to discuss the specific features with you to determine what sustem will best meet your needs.

☐ **Editable**
Need the ability to edit images and text yourself? Locke Design can help

# six: success criteria

**How we'll know we've hit the mark**

We've made a lot of progress in this 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 Locke Design. This new website is great and meets 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 this project has been successful. Some examples of what customers have said in the past include:

- Number of new clients generated from the site
- Online sales goals (i.e. $100,000 in one year)
- Number of newsletter subscribers
- Time it took to develop the site
- Ease of maintenance
- Total cost of development
- Response from visitors

**Success Criteria #1**

---

**Success Criteria #2**

---

**Success Criteria #3**

---

**Success Criteria #4**

---

**Success Criteria #5**

---

# seven: we're done

**Now the design begins.**

That's it - we're finished.
Thanks for filling out this guide. Our staff now has the information we need to get started. Please mail this guide to Locke Design. We'll follow up with you if we need more details, and within 7 business days will send you a proposal, cost estimate, timeframe for development, and a complimentary analysis of your competitor's websites.

**What's next?**

A member of Locke Design's staff will follow up with you a week after sending out the proposal to make alterations, if necessary, and determine how best to begin your project.