

Web Site Analysis Form

1. What is the purpose of the web site?

- Why are you producing the web site?
- What do you hope to gain from the web site?
- How will the reader benefit from the web site?

2. Who is your target market?

3. What is your Unique Selling Proposition (USP)?

- What makes you unique?
- What differentiates you from your competitors?
- Why should people choose to work with you or your organization?

This information should be front and center on the web site.

4. What external factors will affect development and maintenance of the web site?

- Who are your major competitors and what are their strengths and weaknesses?
- What other issues should we be aware of?

5. What research needs to be done?

- How can we find out what has worked for others?
- What can we learn from their experience?

This could save us time and help us avoid mistakes.

6. What specific information do you want on the web site?

7. How do you want the web site to look?

8. What is the timeline for developing the web site?

9. What is the budget for developing the web site?

10. What is the budget for maintaining the web site?

11. Who will be responsible for developing the content (including graphics) of the web site?

12. Who will be responsible for maintaining the web site?

13. What URL would you like for the web site?

14. How do you plan to evaluate the web site?

- It is important to regularly evaluate the web site to get the most value for your time and money.