

Website Project Profile

Prepared by Bartlett Interactive

Answers to the following questions will provide a foundation for understanding the project requirements and ways to enhance the value of the new website.

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OBJECTIVES

What is the goal for this project?

What outcome will make this project a success?

What are some of the obstacles/challenges that could hinder the success of this project?

Is there a long-term plan for developing the site?

What other websites are relevant, appealing or your organization would like to emulate? This can just be a list of websites you like.

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CORPORATE PROFILE

Briefly describe the story behind your organization.

Is there a mission statement?

What values best describe your organization?

Who are the customers?

Who are the competitors?

How does your organization distinguish itself from competitors?

How is your organization viewed from within the industry?

What are the pros and cons of your organization's image?

PROS

CONS

What other brands are relevant and why?

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SALES

How are sales most often generated?

Do you have a database of past clients, existing clients, partners etc.?

How will the web site help generate more leads, aid sales initiatives and acquire more customers?

What role will the web site play in the overall marketing plan and how does it integrate/complement other marketing programs?

What value proposition needs to be communicated?

Are there any features or marketing 'hooks' that could inspire a potential customer to go to your web site?

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AUDIENCE

Who is the target audience?

What will each user group want to see and do?

What are the age ranges of customers? Gender breakdown? Job titles?

Modem Speed [dial-up or high speed]?

What media do they regularly read or watch? [e.g. magazines, newspapers, radio and television, etc.]?

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CUSTOMER RELATIONSHIP MANAGEMENT

How can the web site better manage customer relationships?

Is there information that could be posted to the web site that would save you the time of explaining or sending information to existing clients?

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CONTENT/FUNCTIONALITY

List the main sections and subsections that will comprise the site and how many pages each section will have.

Will the site use 1 template or will there be multiple sections that have a considerably different design than the rest of the site?

List possible functional features such as a blog, e-commerce, account login [Extranet], webinar, e-mail marketing integration or other dynamic page content.

Will the new site use existing content or will new copy and/or photos be needed? If new copy is needed who will write the copy or will a copywriter need to be contracted? Will stock photography need to be purchased?

Would you like to be part of the content integration process i.e. adding copy with HTML editing software such as Adobe Contribute or would you like Bartlett to handle all of the content integration?

How often will the site be revised? What sections?

Does the site need to integrate, either functionally or creatively, with any other sites?

Is any content presently served from a database or will it be in the future? If so describe the database functionality.

Is a search tool being considered?

Are there other dynamic/database driven features being considered?

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PROMOTION

Will the web site be integrated with e-mail marketing or any other type of marketing program whether online or offline?

How will people be driven to the site?

What possible keywords would be entered into a search engine to find the site?

How important are search engines for generating traffic? Is there a Search Engine Optimization [SEO] program in place?

Are there other sites that potential customers go to that could link to your site?

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MAINTENANCE

Who will maintain the site after it is launched?

Will there be a content management system needed to maintain the site?

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APPROVAL PROCESS

Who will be managing the project on the client side?

Who is responsible for approving work? Will there be more than one group who will approve work?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?

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