



SITE PREPLANNER

What will this site be focused on, and how is this focus expected to change in the future?

- Our organization Our products An event or specific promotion

Detail: _____

What is our primary objective in creating this site?

- Promotion Generating Sales Education service/support

Detail: _____

What message should the site deliver and who is the audience?

Are there existing messages and/or established images that must be incorporated in the Web site?

Detail: _____

Is there a critical launch date?

Yes

No

Detail: _____

What is the anticipated/required launch date?

Detail: _____

How will we define and quantify success or failure?

Success: _____

Failure: _____

Who will have responsibility for maintaining the site?

Detail: _____
