

## OVERVIEW

THIS OVERVIEW EXPLAINS THE STEPS NECESSARY FOR building an effective, useful and easy to navigate Web site.

### DEFINE THE SITE

You, as the client, fill out the Creative Brief (page 3-4) as best you can. Here you define your audience and focus your message. You define your goals and objectives and the overall scope of the site. We will meet to discuss it in detail.

*The Creative Brief is the guide throughout the process. All decisions will be based on the information provided here.*

### LIST SITE CONTENT

You decide the content of the site—in broad terms—and list them out in no particular order. Inventory existing content if it exists and identify new content. A sheet is provided on page 5.

### CREATE A SITE MAP

*A site map is a visual representation showing the flow of a site. It is an outline of the main categories and how they relate to each other. (See page 6)*

One way to create a Site Map by following these steps:

- From the Content Inventory, write each content item on a separate index card
- Lay the cards out so you can see them all
- Group cards with similar characteristics together, creating no more than 7-10 groups if possible
- Compare team member's choices
- Agree on the best grouping
- Chart the groups on a site map.
- Name each group—*this becomes the navigation*

### DESIGN THE SITE

Three different design possibilities are presented of which one will be picked as the design for the site.

### CREATE PAGE TEMPLATES

A basic template is created for each page category.

### BUILD THE SITE

The site's pages are built based on the templates and filled with content. At this time the writers, photographers, developers, and programmers are scheduled if needed.

### TEST THE SITE

We both will test the site for typos, broken links, bugs, etc.

### LAUNCH, TRACK AND EVALUATE

I will launch the site. We will track and evaluate your audience's response.

### PROMOTE THE SITE

You will need to develop an integrated site marketing strategy to publicize your new site.

### MAINTAIN

This is the regular maintenance and upkeep of the site.

## GENERAL TIMELINE

Client	Joint	Tim Foley
Fill out Creative Brief		
Create content list		
Create site map		
	<i>Kickoff meeting</i>	
	<i>Present site design concept</i>	Design site concepts
	<i>Present Template</i>	Design prototype/templates
Content supplied		
		Create and build pages
		Programming
	<i>Site presentation</i>	
Make edits		
	<i>Final Site presentation</i>	Respond to edits
		Test/soft launch
		Launch
Maintenance		

## CREATIVE BRIEF

The following questions and tasks will help to identify content and design specifications for your web site. Please respond to the best of your ability. We will use the information provided here as a guide throughout the process.

**Purpose and goals for your web site**—What do you hope to accomplish with the site? What impact would you like it to make on your audience? *What is most important to you?*

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**Target audience**—Who are you trying to reach? Basic demographics, as well as further details are needed. What unifies this target audience in terms of attitudes, lifestyles and beliefs? Why are they coming to your site? *What is most important to them?*

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**Messages**—What is the primary feature or message of the site? What is the secondary feature or message?

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**Competition**—Where can the audience find a similar benefit? Why should they come to your site?

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**Problem**—What needs improving on the current site? What perceptions might the audience hold that you are trying to overcome?

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**Tone**—What voice do you use to deliver this message? What is the look and feel supposed to say about your organization? Please use descriptive adjectives and prioritize them.

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**Mandatory Elements**—Specific copy points or design elements that must be included on the site, i.e. addresses, phone numbers, rates, legal disclaimer, logos, etc.

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**Call to action**—What do you want the visitor to do?

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**What other sites do you like/dislike, why?**—Pick sites that are in your industry and ones that are in an unrelated field?

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**Client Responsibilities**—Who is responsible for supplying the development team with text, photos, URLs, etc.?

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**Budget**—How much is budgeted for creative development?

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**Stakeholders**—Who needs to see what and at what stage?

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Other information or insights



## SITE MAP

### CREATE A SITE MAP

A site map is a visual representation showing the flow of a site. It is an outline of the main categories and how they relate to each other. (See example below)

This is one way to create a Site Map:

- From the Content Inventory, write each content item on a separate index card
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### SITE MAP EXAMPLE

