



## 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: \_\_\_\_\_  
\_\_\_\_\_