art
attack
web & graphic design

planning your website
an easy guide to getting started with art attack

background information

a few details before we begin...

Thank you for considering Art Attack Web and Graphic Design as your partner in the development or redesign of your website. We are dedicated to helping you build a site that meets your needs and will generate measurable results.

Before we begin, there are a few things we need to know. We've put together this planning guide to learn more about your goals, users, competitiors, existing site and how we can help make this project a success for you.

After you complete these few pages, we will send you a cost estimate - including a complimentary analysis of your existing site (if you currently have one). This planning guide is simply an information gathering document - there is no cost or obligation involved for you in completing it.

Please provide us with the information on the right, then complete the questions on the following pages. Feel free to contact us at any time if you have any questions or need some guidance through your planning process. The final page provides instructions on how to return this document to Art Attack.

your name:
(required)

your organisation:
(required)

your phone:
(required)

your email:
(required)

your web address:

your mailing address details:

how did you hear about art attack?

may we send you our email newsletter? ☐ Yes ☐ No

Our e-newsletter is sent out quarterly and includes valuable tips and ideas on how to get more out of you website. We do not share your details with anyone else and you can change your subscription at any time.

one: goals and objectives

the direction we need to take...

Before starting a web project, we like to step back and take a broad view of your objectives. This is the first of five quick worksheets intended to help us create the right site for you.

A website can help achieve a number of goals. Some examples include:
- marketing and attracting new customers
- improving customer service
- improving external communication
- improving internal communication
- reducing costs
- direct sales (e-commerce)

Which of these sound like goals you have for your website? Don't worry about specifics - we'll discuss those later. For the moment think in broad terms. Right now we're looking at the forest, not the trees.

Please mark the boxes on the right to tell us what your main site goals are - whether this is new website or a redesign.

☐ **marketing and attracting new customers**

Bringing more visitors to your website and generating more business.

☐ **providing services and features to existing customers**

Banks improve customer service by providing online financial services 24 hours a day. You can extend customer service online too.

☐ **improving business-to-customer communication**

Newsletters, email blasts and press releases can keep your business name, products or services in the mind of your customers.

☐ **improving internal communication**

Internal websites, or 'intranets' collect company information in one easy-to-use location, improving efficiency and consistency.

☐ **reducing fixed costs**

Communication and printing costs can be dramatically reduced using standard internet technologies.

☐ **direct sales and e-commerce**

The obvious - selling stuff online. Books, music, flowers, cakes, information... you name it and there's a market for it.

two: intended audience

targeting specific groups lets us meet their individual needs...

Time for some suprising news - we aren't building a website for you. We are building a website for your customers. Only by meeting their needs will the site be successful at spurring users to action: placing an order, signing up for a newsletter, hiring you as a consultant, or just bookmarking your site for future use.

As an example, let's look at the case of a wedding photographer. Who might use her site? Chances are brides and the mothers of brides. These visitors want to know some specific things before they hire her: how much she charges, when she is available, and what her past work looks like (a photo portfolio). They might want to read some testimonials from happy customers and certainly need contact information.

Take a moment to brainstorm about who might use your site. What would they need to find in order to convince them that you can meet their needs. Think about the specific information and features that will best answer their questions and provide them with useful services and solutions.

group no.1:

information and feature needs:

group no. 2:

information and feature needs:

group no. 3:

information and feature needs:

three: competitive analysis

understanding the players lets us plan a winning strategy...

The web has come a long way in a short period of time. It used to be that just having a website represented some level of online success, but now there are literally billions of sites competing with yours. Your website needs to stand out if you are going to make it online.

According to research by leading industry analysts, 75-85% of visitors find sites through search engines such as Google, Yahoo, AOL or MSN. These visitors check out some of the results and then settle on a few sites to explore in further detail. There's an important lesson to be learnt here: your site needs to make a great first impression to get noticed and then follow through with good information and features if you're going to stand a chance of converting visitors to customers.

Please list the web addresses of your top three competitors, and briefly what you like and don't like about their sites. We will perform a comprehensive review of the design, content and features of their sites and help you develop a plan to stay ahead of your competition.

competitor website no.1: www.

your likes, dislikes and general comments

competitor website no.2: www.

your likes, dislikes and general comments

competitor website no.3: www.

your likes, dislikes and general comments

four: reviewing your site

what to keep and what can go...

Many of the clients we work with already have a web site that doesn't fully meet their needs. Maybe it was something they put together themselves in FrontPage years ago or the neighbour's teenage son built for some extra pocket money. These are fine for getting started on the Web, but at some point it's time to move to the next level.

We'd like to know about your experiences with your existing site. Please be as specific as possible. We'll use this information to determine how an updated site can better meet your needs.

two: the bad

What don't you like about your site? Where have there been problems?

one: the good

What do you like about your current site? What's working?

three: the feedback

Online users can give us great insight. What have others said about your site?

five: specific site features

bells and whistles to enhance your site...

When most people think about creating a website, they have a few things in mind - most likely something they have already seen on another site. In this step we'll work through some of the more common features customers request for their sites. Additional space is provided for you to describe a specific feature you may be seeking.

Please mark on the right any which features you would ideally like to incorporate into your site, or write a different one below. We've listed some of our most popular requests on the right.

something else?

Have something specific in mind? Tell us about it.

_____

_____

_____

_____

_____

_____

_____

- [ ] **content management system (CMS)**

  Want to make changes easily yourself? This saves money in the long run if you want to make changes regularly. We build this into most sites these days.

- [ ] **email newsletter (e-marketing)**

  A great way to keep your customers up to date and your business front of mind! These can be completely automated and sent to various groups.

- [ ] **online sales (e-commerce)**

  There are so many options for selling your product online, from a simple e-book to the complexity of Amazon.com. We will discuss the options based on your needs.

- [ ] **online portfolio (photo gallery)**

  A picture is worth a thousand words! An online portfolio can showcase your products or work better than any description, and you can easily add images with your CMS.

- [ ] **secure login area**

  Certain clients or staff can log into a secure area and access information that other clients or the general public can't.
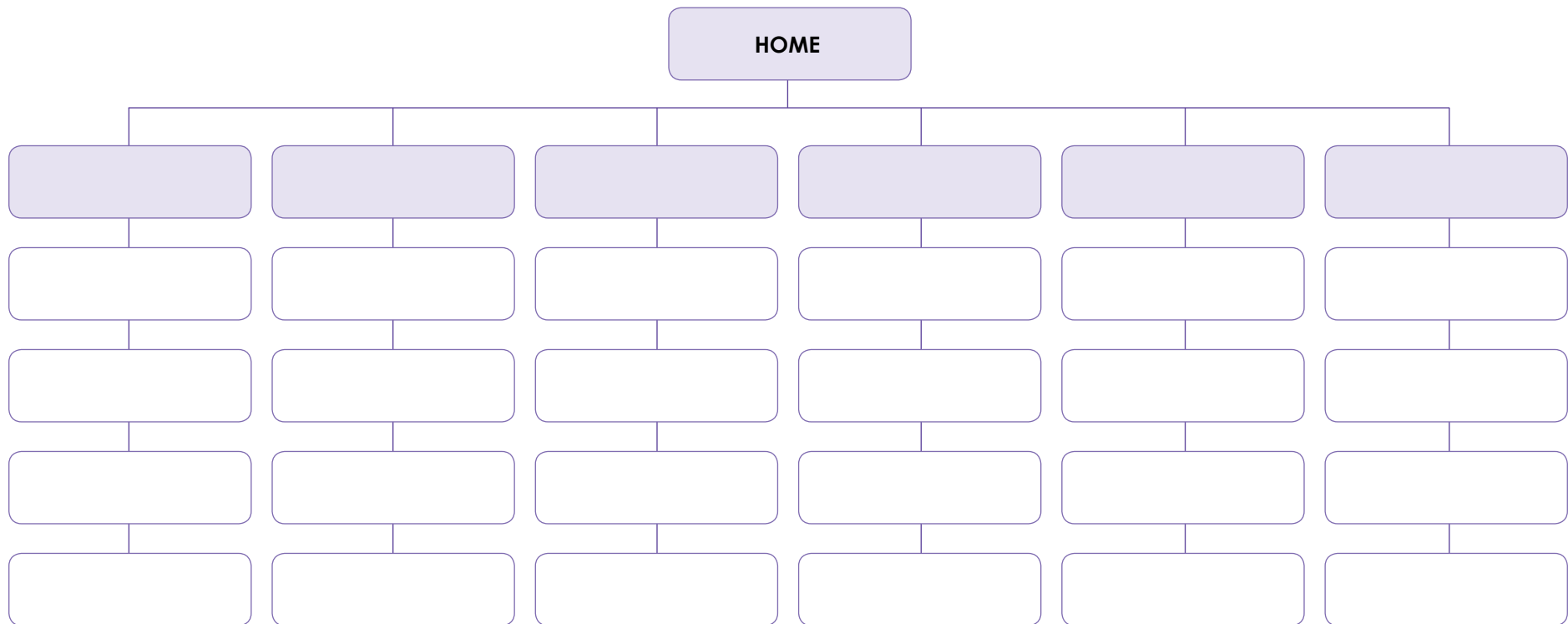
- [ ] **blogs/discussion forums**

  Blogs (or web-logs) are the fastest growing area of the internet. They are great for giving and getting information and also increase your search engine ranking.

six: your site map

```
                            ┌──────────┐
                            │   HOME   │
                            └──────────┘
```

seven: success criteria

how we'll know we've hit the mark...

We've made a lot of progress in this guide. We know your overall goals, who your users are, how they'll use your site, who your competitors are and feedback on your existing site.

Six months from now we want you to say to yourself " I'm really happy I chose Art Attack. This new website is great and meets my goals". So we have one final question - how will we determine whether this project has been successful?

Please write your top four or five criteria which will let us know your project has been successful. Some common examples include:

- ease of use of the site
- total development cost
- response from visitors
- number of new clients generated from the site
- number of online sales ($ goal for certain period)
- number of newsletter subscibers
- search engine ranking
- ease of maintenance
- time it took to develop the site

success criteria no.1: (most important)

success criteria no.2:

success criteria no.3:

success criteria no.4:

success criteria no.5: (least important)

eight: we're done

now just hand this in

That's it - we're finished!

Thanks for completing the Art Attack web planning guide. Our staff now have everything they need to start planning your new website.

Please send this guide to Art Attack via any of the options to the right.

What's next?

A member of the Art Attack team will be in contact with you in the next week with a proposal and cost estimate.

We will then be in contact the following week to discuss any changes to the proposal, if necessary, and determine how best to begin your project.

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