What You Should Include in a Web Plan

PRESENTATION

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Online Presence and First Impression

- Today most prospects will "Google" your business before they ever call or set foot in your store so guess where there first impression is made.
  - Does your current website reflect what you want your customers and prospects to see?
  - Were you able to be found without typing in your website or business name?
  - Is it obvious what your business is and what you offer?
  - Is your website easy to navigate and aesthetically pleasing?
  - Is your content fresh?
  - Are they able to locate information to contact you?

What is a Web Plan

- A plan that documents your requirements for your online presence.

    - ✓ It can include just a website, but can include your entire online presence including social media requirements, online advertising, or even SEO which should be done at the same time.

Benefits of a Web/Online Presence Plan

- **For You and Your Company**
  - It helps you document your requirements
  - Ensures that the web companies quoting and doing the eventual development understand your requirements
  - It covers you down the road if there is any dispute about what your requirements were
  - Helps weed out web development companies who are not capable of meeting your requirements

Benefits of a Web/Online Presence Plan

- **For the Web / Online Presence Company**
  - This helps the web company provide an accurate quote for the requirements outline.
  - If your site begins to have scope creep, then this is outside the quotation of the web plan, and is therefore chargeable.

Web Plan Components

WHAT NEEDS TO BE INCLUDED IN MY WEB PLAN?

Objective of Your Website

- What is the purpose of your Website?
  - Education and Information
  - Awareness
  - Draw Traffic and Bring in Business
  - Online Sales
  - Other / All of Above

What Worked Or Did Not In Previous Site

- If you are developing a new site, you need to document what you didn't like about your old site and what didn't work.
  - Assess your current site – or better yet get someone else to do it. (ie Loyal customer or partner)

- Document in your plan what you do not want in your current site.

Do you Have Corporate Branding?

- You want your website and social media sites to look like your other marketing materials and you will need to include them in your web plan.
  - Do you have a logo?
  - Do you have a tagline?
  - What are your corporate colours?
    - ✓ Do they work on the web or do you need to select subsets / tones of those same colours?
  - What type of look are you trying to portray?
    - ✓ Are there certain types of images you want to use?
    - ✓ Ex: Corporate versus Artsy?

Who is Your Target Market for Your Website?

- B2B
  - Geography
  - Industry
  - Local, Regional, National, International
  - Size of Business

- B2C
  - Age Group
  - Sex
  - Socioeconomic
  - Ethnic/Culture
  - Education

- Both

Look At Your Competitor's and Other's Websites

- What do you like or not like about those sites?

- Provide a list of websites that you like and dislike and describe why you like them or do not like them?

Other Requirements / Considerations

- Mobility
  - Do you want a separate "mobile" website with reduced content?

- Responsive Website
  - Website that responds to the environment and conforms to the device size
    - ✓ Browser / Device

- Accessibility
  - If you are a business with 50+ employees you must conform to accessibility guidelines (in Ontario)

- Ecommerce
  - Is the site primarily an ecommerce site or do you have a few things to sell with Pay/Buy buttons?

Facts That Your Web Company Needs To Know

- Are you providing your own photography or do you want the designer to choose?

- What devices do you want to supported: desktop, mobile, tablet?

- Is this a static website or is this one where content will change regularly?
  - Will you want to perform this function or pay them to?

- How many pages do you require?
  - To start and how many over time
    - ✓ May determine layout / menu structure

- How many layouts (page look / feel) do you want?

Other Features for Consideration

- Social Media Buttons
- Like/Share/ + Buttons on Pages
- Site Maps
- Search
- Twitter Feed / RSS Feed
- Forms
- Privacy Statement
- Newsletter Signups (HTML from Newsletter)
- Blog on the site
- Secure logon / Intranet, Customer/Partner site
- Integration with databases

Content

- Are you writing your content or require a writer?

- Is the content available or does it have to be written?
  - If content is written first, it helps with the design in determining the amount of text

- Do you understand how to write optimized text for SEO (search engine optimization) and is this important to you?

Type of Site Wanted
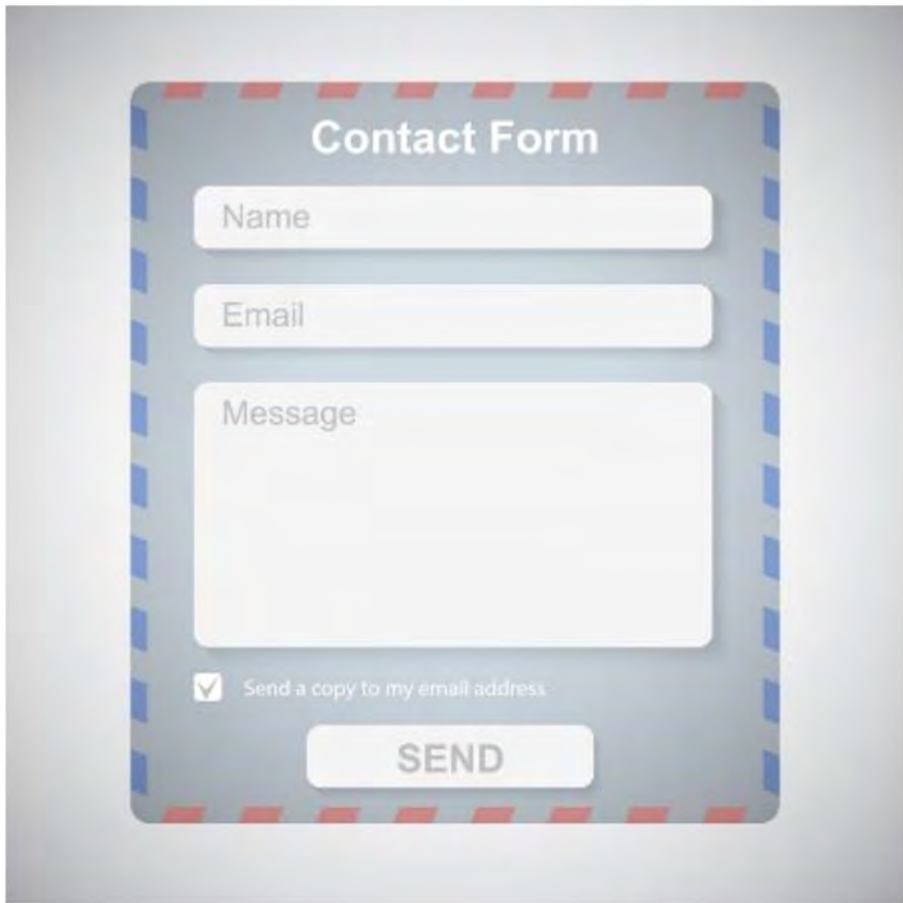
- **Content Management**
  - You pay a bit more to have a site created to support a content management system, but it is one that has flexibility for you to add/make changes and you may pay less over time.
    - ✓ Even if you are not making the changes yourself, someone putting content in a content management system will take a lot less time than someone writing HTML from scratch.

- **HTML / PHP / JAVA …etc.**
  - Depending on functionality required and your designer's expertise, your site may contain several web-based languages and this type of site may cost a lot less
  - If you are going to basically have a static site without changes this could be the best way to go.
  - The web company will control every aspect and you will have to pay for all updates.

Forms

- What type of information are you gathering in the form

- What is required versus optional?

- Do you need to store this in a database or just have the form information sent to an email?
  - What email account?

- Do your forms require captcha?

Ecommerce

- How many products are you selling online?

- Are you selling products that need to be downloaded or shipped or are you selling services?

- Do you require a shopping cart or are you selling only one product at a time?

- What payment services engine do you want to use?
  - PayPal, TD, Moneris, First Data, ...etc?
  - Are you already set-up and do you have a merchant number?
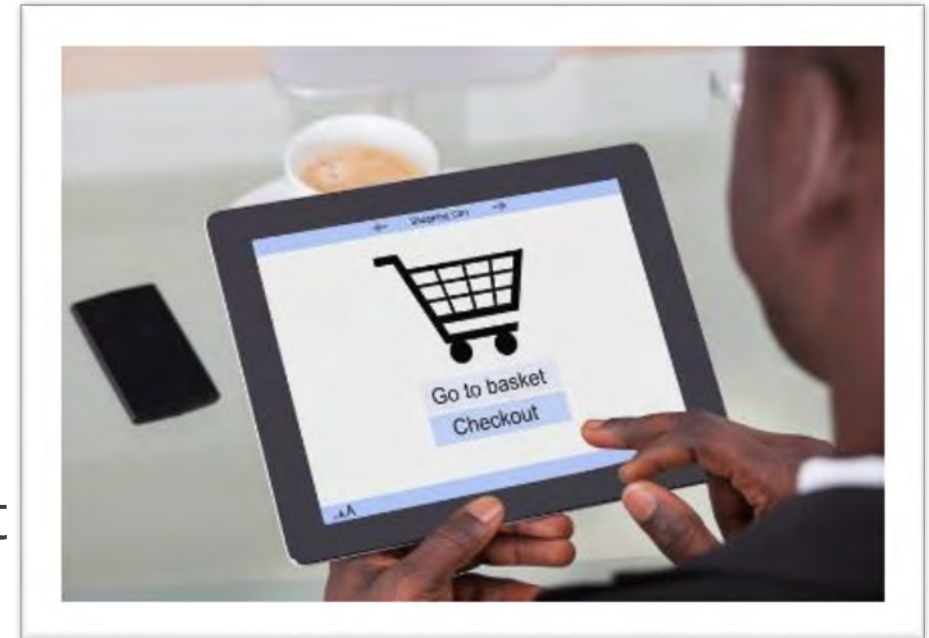
Keyword Research

- Have you already developed your keywords/keyword phrases for your website?

- Have you determined the volume/competition for the words chosen, as those with high volume/competition will take longer for you to rank on search engines.

- Use the keyword tool in Google Ads to help you.

Search Engine Optimization

- Do you want to incorporate SEO on every page?

- Do you require help with this?

- If using a Content Management System that has a plugin, are you doing this yourself?

- Do you already have your keywords for each page and meta descriptions, alt tags, titles, headers?

Social Media and Google My Business

- What social media sites do you want to implement?

- Do you have a Google My Business Page?

- Do you already have accounts or do you need help setting this up?

- Do you require training or help with implementing social media or Google My Business?

Hosting / Ongoing Support

- Do you own a domain name and where is it registered?

- Do you require hosting?
  - Do you want Hosting in Canada to avoid Patriot Act in the US?

- Do you require some type of ongoing support quoted?
  - Content additions
  - Page additions/ changes
  - Other……

- Do you require email accounts?
  - How many?

- Do you want ongoing SEO or Social Media Support?

What You Need to Know About The Web Company

- Are they testing on multiple browsers / devices ?

- What capabilities do they provide?
  - Are they only really graphic designers?
  - Are they only really a group of developers?
  - Are they a full service firm?
  - Do they have formal training / learn by seat of pants and do they keep up to date on the latest technologies?

- Do they have anyone on staff with a marketing background?

- Are they willing to provide you a list of sites and reference clients?

Summary

- A web plan helps you think about your requirements and documents them in one document.

- Having a web plan should save you money with a web developer.
  - They will know exactly what you require and the quote should be firm.
  - You are not negotiating after the fact once you sign their contract about what you will receive for the price quoted.

- A web plan also protects the designer/developer as their price should only cover what is in the plan – the plan protects against scope creep. It also protects you as you have a document to refer back to if you do not receive what you expected.

Contact Us

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