



Web Site Goals Worksheet

This worksheet is designed to assist you in compiling a list of goals for your project. This is meant only as a starting point for discussion and planning. **Think carefully and critically about your answers but don't worry about being complete or perfect.**

You can print out the form to complete by hand OR fill out the form by typing in the form fields below.

If you already have a web site:

How many people visit your existing web site, on average, each day, week, and month?

Daily:

Weekly:

Monthly:

What are the 3 things you would most like to improve about your current site?

1.

2.

3.

How do you judge success for your web site (number of visitors, online sales, phone calls, e-mails, etc.)?



How often do you update or add information to your site? What type of information is this (calendars, photos, product information, prices, etc.)? Please note any difficulties you currently encounter in doing this.

Does your site help you interact with customers better than you could without it? How does it do this?

Does your site help you with internal business process? If so, how does it do this? If not, are there sales, billing, order processing, or other processes in your organization that could be made more efficient?



If you do not have a web site:

What would you like your web site to help you do (process online sales, produce offline sales leads, provide a new online service, etc.)?

Who is the audience for your site? Why would they visit your site? What need do they have that you will fulfill?

How will you measure success for your web site?

How often will you need to update or add information to your site? What type of information might it be (calendars, photos, product information, prices, etc.)?



How might your site help you interact with customers better than you could without it? Any ideas you have will be a good starting point for discussion and analysis.

How might your site help you with internal business process? Are there sales, billing, order processing, or other processes in your organization that could be made more efficient? Any ideas you have will be a good starting point for discussion and analysis.