

Web Presence Strategies for Small Communities and Local Governments
Worksheet A-1: Website Development Information

1. Participants: Please list the organizations and the individuals from each organization who will provide content and participate in discussions about designing a new community website.

Last Name	First Name	Institution / Business / Affiliation	Telephone	email

2. Attributes: List the major selling points that set your community apart from others in your region or state.

3. Vision: Do you have a community vision? What is your community vision and how will this project achieve it? Please explain.

4. Buy-in and stakeholders: How will your committee develop buy-in from education, healthcare, business, community improvement, economic development, city/county government , etc. in the area?

5. Target audience: Who is your target audience? Target audiences for consideration – alumni, retired folks, young families, entrepreneurs, tourists, students, etc.

6. Goals and Objectives: Recall the Venn Diagram that was handed out during the last meeting. Also, think about your vision, stakeholder and target audience. What is (are) the goal(s) (and objective(s)) for this website project? Explain.

10. Available Resources: List internal and external resources that could contribute to the project (example – “local photographer – images for website”, “youth – logo contest”, etc.)

11. Branding: Do you currently have and own the rights to a logo or other branding materials (motto, tagline, etc.)? Please list and explain.

12. Estimated budget: Include itemization when possible.

13. Timeline: This may be desired or dictated by a grant. Include an overall deadline for site launch and deadlines for specific objectives

14. Current conditions: If the community is updating or overhauling a site, please answer the following:

a. What is the current website status?

b. How does your community perceive your website?

c. How do “outsiders” perceive your website?

d. What is the current usage of your website (i.e. web traffic statistics)?

e. Who developed your current site? List contact information.

f. Who maintains your current website(s)? List contact information.

g. Do you have direct access to all of the content files associated with the current site?

15. Sustainability: As of right now,

a. Describe how will this new website be updated and sustained?

b. Do you need assistance finding a web developer? If not, who may be developing the site? List contact information.

16. Building Linkages: Please list other important partner's websites that will complement development of your own:

17. Domain Name: Given your vision, goals and audience,

a. What URL(s) are you proposing to use (e.g., www.morgancountytn.org)?

b. Do you already own this (these) URL(s)?

c. Are there other URLs that you should own? Please list:

18. Marketing: Does your community have a marketing plan and budget? If so, please summarize.