

Web Presence Strategies for Small Communities and Local Governments

Worksheet A-2: Individual Section Worksheet

1. Section Title (Use Keyword or Navigation Button Label):

2. Purpose:

3. Does this section meet the overall goals/objectives of the website? If yes, how?

4. Who will gather information/data/resources for this section? (List names, contact information and area of emphasis)

5. Content: Outline all content for this section (Content refers to the information and/or functionality of the page – what text and/or applications are needed on the page; how it will be presented is covered in the next item, media; you do not need to write the text at this point, just note what the text will address and how long, in terms of sentences or paragraphs, the text will be; for example, a community connectedness page might need 2-3 sentences to describe the community's regular interaction/social events that might serve as an introduction to an interactive calendar.)

6. Media: Determine what media will be added to this section (Photos, Video, Illustrations, etc. You want to be as specific as is necessary; if you are working with a web designer, you may not need to provide photos and illustrations – the web designer may prefer to work with stock photos or his/her own media – part of what you are paying for is his/her artistic expertise, so take advantage of it. However, if you are doing-it-yourself, you will need to find specific photos, etc. to provide to the individual actually constructing the site. At this point, you may not know who will be doing the construction, so focus on the concepts you want present on the site and the details can be worked out later.)

7. Link location: How will visitors access this page?

8. Additional needs:

9. Potential future enhancements: