

## ABOUT THIS DOCUMENT

This document is a companion to the book *Web Design for ROI: Turning Browsers into Buyers and Prospects into Leads* by Lance Loveday and Sandra Niehaus. It is designed to guide you through the creation of a Web Site Strategy, helping you create a clear vision of your web site's business objectives.

## INTRODUCTION

### Why have a web site strategy document?

A web site strategy spells out the game plan for your site much the same way that a business plan sets forth key information about an organization's products, services, and strategic direction. But while a business plan focuses on the big idea behind a company and its market positioning, a web site strategy spells out how the site contributes to the larger business goals, and included elements unique to the online space. Ideally, a business plan and a site strategy dovetail perfectly so it's clear how the site supports the broader goals of the business plan.

A basic web site strategy document generally includes the major components below. However, there are many potentially successful variations on this template. Include any additional factors that are appropriate to your unique situation and organization.

- Web Site Objectives
- Audiences
- Competitive Assessment
- Traffic sources
- Strategies
- Metrics

## WEB SITE OBJECTIVES

List the primary organizational objectives for your web site. Objectives are simply goals; they explain what you are trying to accomplish with your site. Make your objectives specific and measurable, so it's easy to tell when you achieve them.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

(You may, of course, have more or less than 10 objectives. Continue if needed on a separate sheet of paper.)

## TARGET AUDIENCES

List all potential audiences you want your site to reach. Your primary audience(s) are the one or two groups who are most important to your business and/or from whom you expect to receive the greatest return on investment. Your secondary audiences are everyone else who is expected to visit your site. Be as thorough as possible with your list, so you get a clear idea of how many different types of people visit your site and how important they are to your business goals.

### Primary Audience(s)

1	
2	

### Secondary Audiences

1	
2	
3	
4	
5	
6	
7	
8	
9	

(You may, of course, have more or less than 9 secondary audiences. Continue if needed on a separate sheet of paper.)

## PRIMARY AUDIENCE(S) PROFILE

*Include the characteristics of your site's primary audience(s) here. List everything you know about them: demographics, key decision drivers, what's appealing to them about your product or service, and anything else that offers insight into what makes them tick. If your organization has conducted customer profiling or segmentation studies, insert the results of that research here.*

1	(audience name)
	(audience description)
2	(audience name)
	(audience description)

## SECONDARY AUDIENCE(S) PROFILES

*Include the characteristics of your site's secondary audience(s) here, as you did for your site's primary audience(s).*

1	(secondary audience name)
	(secondary audience description)
2	(secondary audience name)
	(secondary audience description)
3	(secondary audience name)
	(secondary audience description)

<b>4</b>	(secondary audience name)
	(secondary audience description)
<b>5</b>	(secondary audience name)
	(secondary audience description)
<b>6</b>	(secondary audience name)
	(secondary audience description)

<b>7</b>	(secondary audience name)
	(secondary audience description)
<b>8</b>	(secondary audience name)
	(secondary audience description)
<b>9</b>	(secondary audience name)
	(secondary audience description)

## AUDIENCE QUESTIONS

Brainstorm a list of questions each audience member may have when visiting your site. Phrasing audience concerns in the form of a question helps you see the site from the audience's perspective. The questions can also serve as a helpful checklist later during the design review process, to ensure all potential audience concerns have been addressed, or at least discussed.

The majority of questions will be shared by all target audiences, but each audience should be specifically considered and addressed.

### For ALL Primary Audiences

#### GENERAL QUESTIONS


#### GENERAL QUESTIONS ABOUT YOUR PRODUCTS / SERVICES


(continue on another sheet of paper if needed)

**MORE SPECIFIC QUESTIONS ABOUT YOUR MAJOR OFFERING (PRODUCT / SERVICE)**


**QUESTIONS ABOUT CUSTOMER SERVICE**


**QUESTIONS ABOUT EXAMPLECO'S CREDIBILITY**


**QUESTIONS ABOUT NEXT STEPS – WHAT TO DO NEXT**


QUESTIONS ABOUT: (customize to fit the site)


QUESTIONS ABOUT: (customize to fit the site)


**Primary Audience 1: Specific Questions / Concerns**


**Primary Audience 2: Specific Questions / Concerns**


**Secondary Audience #1 Questions:**


**Secondary Audience #2 Questions:**


**Secondary Audience #3 Questions:**


**Secondary Audience #4 Questions:**


**Secondary Audience #5 Questions:**


**Secondary Audience #6 Questions:**


**Secondary Audience #7 Questions:**


**Secondary Audience #8 Questions:**


**Secondary Audience #9 Questions:**


## COMPETITIVE ASSESSMENT

List three to five of your major competitors here and compare their web sites to yours. Pay special attention to their calls to action, as this can help you reverse-engineer their web site strategies. Be sure to include a good cross-section of your competition, looking closely at companies with better web sites, regardless of the company's size. If possible, take screenshots of competitors' home pages and several secondary pages, and compare side by side with screen shots of your site pages. This provides a clear look into how other companies have dealt with similar design decisions.

### Competitor #1:

<b>Name</b>	
<b>URL</b>	
<b>Calls to action:</b>	

**Home page screenshot:**

**Secondary page screenshots:**

**Competitor #2:**

<b>Name</b>	
<b>URL</b>	
<b>Calls to action:</b>	

**Home page screenshot:**

**Secondary page screenshots:**

**Competitor #3:**

Name	
URL	
Calls to action:	

**Home page screenshot:**

**Secondary page screenshots:**

**Competitor #4:**

Name	
URL	
Calls to action:	

**Home page screenshot:**

**Secondary page screenshots:**

**Competitor #5:**

Name	
URL	
Calls to action:	

**Home page screenshot:**

**Secondary page screenshots:**

## TRAFFIC SOURCES

### CURRENT

Traffic Source	CURRENT Percentage of Total Traffic
Direct navigation (typed or bookmarked URL)	
Partner Sites	
Email Campaign	
News Sites	
Organic Search	
Other (identify)	
Unknown	

### TARGET / PLANNED

Traffic Source	TARGET Percentage of Total Traffic
Direct navigation (typed or bookmarked URL)	
Partner Sites	
Email Campaign	
News Sites	
Organic Search	
Other (identify)	
Unknown	

## STRATEGIES

Repeat your objectives here, and list the specific strategies that will be employed to achieve each objective. Do this last, because to develop optimally effective strategies the other elements of this strategy document must be kept firmly in mind.

You may, of course, have more or less strategies for each objective than space allows for here; include as many as is appropriate for each strategy.

<b>Objective #1</b>	
<b>Strategies</b>	

<b>Objective #2</b>	
<b>Strategies</b>	

<b>Objective #3</b>	
<b>Strategies</b>	

<b>Objective #4</b>	
<b>Strategies</b>	

<b>Objective #5</b>	
<b>Strategies</b>	

<b>Objective #6</b>	
<b>Strategies</b>	

<b>Objective #7</b>	
<b>Strategies</b>	

<b>Objective #8</b>	
<b>Strategies</b>	

<b>Objective #9</b>	
<b>Strategies</b>	

<b>Objective #10</b>	
<b>Strategies</b>	

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## **METRICS**

*Detail which metrics you will use to measure the success of your objectives and strategies. The selection of these metrics is often unique to each organization, but it is critical to choose the metrics that are most meaningful and valuable to your company.*

*For more information on selecting metrics please see page 38-42 of our book, "Web Design for ROI", and also the books "Web Analytics Demystified" and "Big Book of Key Performance Indicators" by Eric Peterson.*

Here are metrics examples for a few different types of sites. **These are examples only. Your selections should be specific to your organization.**

Metrics examples for a few types of sites\*

Site Type	Metrics
E-commerce sites	Revenue
	Profit
	Conversion rate
	Average order value
	Average cost per conversion
Lead generation sites	Lead volume
	Conversion rate
	Revenue originating from web leads
	Cost per lead
	Revenue per visit
Ad-based content sites	Revenue
	Profit
	Average page views per visit
	Average cost per visit
	Average revenue per visit