

# Strategic Web Design

## Companion Worksheets

“Client Interrogation Worksheets”  
To Accompany “Strategic Web Design”

[http://www.seggleston.com/writing/strat\\_design.php](http://www.seggleston.com/writing/strat_design.php)

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# Website Key Items

## Mission Statement:

25 Words or fewer – “What is the purpose of this Website?”

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## Target Market(s):

Reasonably precise demographics of the desired audience.

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## Site Draw(s):

What is/are the compelling reason(s) a member of the target market would visit the site?

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## Site Sticky:

Once a visitor enters, what do you offer to keep them there?

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## Bookmark/Return Reason:

Why will a visitor feel a need to bookmark your site for a return visit?

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## Recommendation Potential:

Why would someone recommend your site to a friend, associate, or add a link to your Website on theirs?

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**Meta Description:** \_\_\_\_\_

240 Character Maximum – Concise Description of the Website for the Home Page. (Shows Up in Some Search Engine Listings)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Database Requirements**

**Visitor Information to Collect:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Site Information to Store:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Outgoing E-Mail Requirements:**

**E-Mails the Server Should Send:** *(Thank You, Automated Reply, etc)* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Autoresponder(s) Required? \_\_\_\_\_

List manager(s) Required? \_\_\_\_\_ Number of Lists \_\_\_\_\_

**Incoming E-Mail Requirements:**

**Addresses:** (Attach Additional Sheets if Necessary)

Approximate Number of E-Mail Addresses required: \_\_\_\_\_

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

## Online Forms Required (See Also Database Above)

Feedback: \_\_\_\_\_

Contact Us: \_\_\_\_\_

Contest Entry: \_\_\_\_\_

Join List: \_\_\_\_\_

Other: \_\_\_\_\_

## E-Commerce

Will you need a Shopping Cart? \_\_\_\_\_

Approximate Number and type of Items: \_\_\_\_\_

Will a Payment Gateway be required? \_\_\_\_\_

Accept:  MC,  Visa,  Amex,  Discover,  Pay-Pal,  Other: \_\_\_\_\_

Do you have Merchant Accounts/Gateways already in place? \_\_\_\_\_

Will you need a Server Certificate? \_\_\_\_\_

## DNS

Requested Domain Names: Primary: \_\_\_\_\_ Additional: \_\_\_\_\_

Are these already registered? \_\_\_\_\_ If not, what is your required term of registration? \_\_\_\_\_ Years

## Social Media Requirements

Will you need a Blog or Wiki? \_\_\_\_\_

Will any of your content be syndicated via RSS \_\_\_\_\_

## Third Party and “Cloud” References

Will you need maps? (i.e. Google Maps): \_\_\_\_\_

Will you need ZIP Code lookup? \_\_\_\_\_

Is there budget for a branded site Search Engine solution, or is an ad-based Search Engine sufficient? \_\_\_\_\_

Other third-party and cloud services required: \_\_\_\_\_

## Notes and Scribbles: (Use the Back of Page or Attach Additional Pages if Necessary)

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# Individual Web Document Design Worksheet

Page Title: \_\_\_\_\_ ID No: \_\_\_\_\_

Path/Filename: \_\_\_\_\_

Why Does This Web Page Exist? (If you can't answer this, toss this page right now!)

\_\_\_\_\_

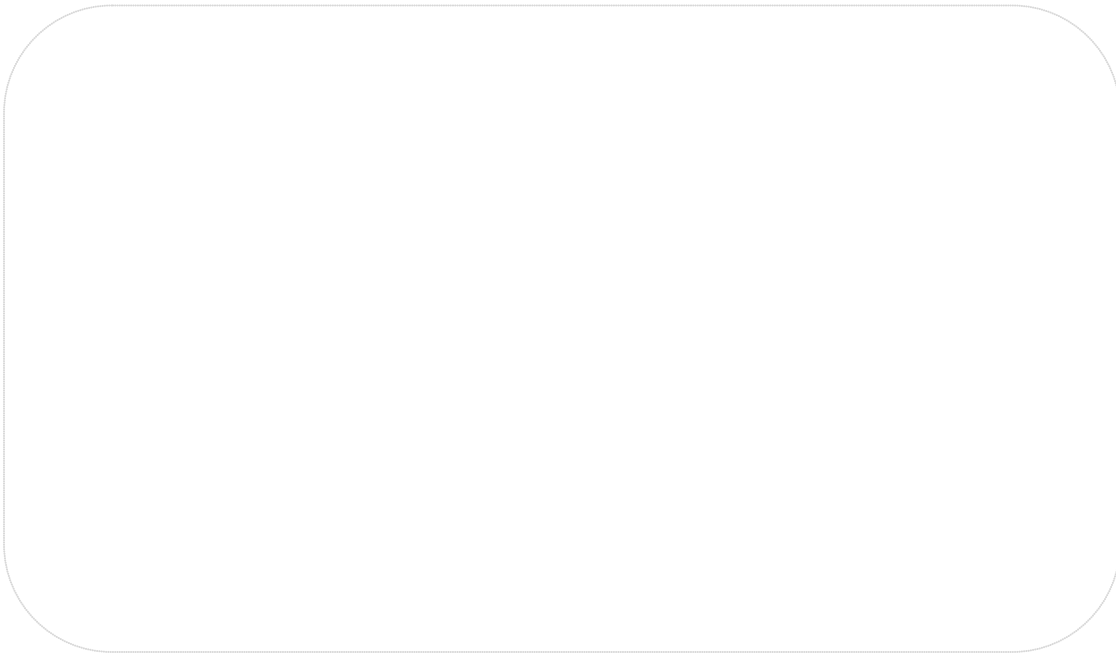
Description: (For Search Engine Indices) \_\_\_\_\_

\_\_\_\_\_

Key Words (use in Meta, Paragraph Text and Image Alternates: \_\_\_\_\_

\_\_\_\_\_

NOTES/SKETCHES: (Use the Back of Page or Attach Additional Pages if Necessary)



Contents of this Page: \_\_\_\_\_

\_\_\_\_\_

Link to This Page From: \_\_\_\_\_

\_\_\_\_\_

Link This Page To: \_\_\_\_\_

\_\_\_\_\_