

2.1 Create a Prosperous Community Website

The following worksheet is here to help you outline your community website.

Website Project Summary:

Write 1-2 sentences to summarize the purpose of the community website.

Background:

- **What problem is this website solving?**

List any key problems that your community is trying to address.

- **Why Now?**

Outline why now is a good time to do this

Project Objectives:

- **Goals of Website:**

List tangible S.M.A.R.T.E.R. goals

- **How are we measuring this?**

List key metrics to show that this is working

Audience:

- **Primary Audience:**

List the key people that this website is being created for.

- **Secondary Audience:**

List additional people whom this website may serve.

- **Is there an inclination predisposition to purchase that we need to overcome?**
(Example: There are lots of great new restaurants in our community, but people are afraid to try something new because if they don't like it, they will have wasted money and be embarrassed). What is our audience's problem?

Content:

- **Sitemap:**

List all of the pages that need to be included in this website.

- **Messaging:**

What is the main message(s) we need to convey and create? List anything that has already been finalized and anything still needed.

- **Art:**

Thoughts, visions, creative direction for the visual graphics based on community conversations and research.

- **Assets & Resources:**

What do we have that could help solidify the direction/results of this project? Link to any other documents needed to support this project.

Timeline:

Start Date	Content Deadline	Design Deadline	Launch Deadline

Risk Assessment:

What can go wrong?	When could it go wrong?	How are we measuring if we are on the course?
Timeline:		
Content:		
Design:		
Results:		