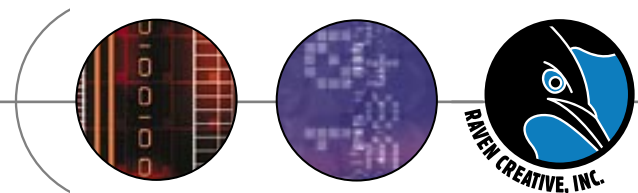


# RAVEN | CREATIVE

WEBSITES THAT WORK



## Web Development Planning

A Raven Creative Guide to Project Success

## Thank you for your interest in Raven Creative ([www.ravencreative.com](http://www.ravencreative.com))

The information provided below describes the basics for organizing and completing any Web development project, big or small. And since Raven offers all the services needed to complete it, including: site design/architecture, high-level programming (PHP, XML, MySQL, etc.), content management, and hosting, when you are ready, we are ready.



## Things to Consider

### *Project Management*

- Who will be the point person/people in charge of the project?
- Which individuals will be officially working on the project (both pre- and post-launch) and what is their level of Web development experience?
- Which individuals will be providing content but not working directly on the project?
- Who will be the decision-makers or influencers who will drive the direction of the project?
- Are there any requirements for the site, specific to *your* organization, to be considered?
- Will the site be maintained in-house?
- What is your timeframe for development and launch?
- What portions of the site must be implemented in the first pass, which can wait?

### *Design, Usability and Site Architecture*

- If this is a new site, what sites do you like from an organizational and visual perspective?
- If this is a redesign of your current site, what do you like about your current site's design, organization and usability and where do you feel improvement is needed?
- How will the site's design be affected by your official corporate identity guidelines?

### *Content*

- If this is a redesign of your current site, what content should be added or edited?
- Where will new and existing content (text, photos, video, audio, etc.) come from? In what format (digital, hard copy, etc.)?
- Can existing content be reduced in length yet still get the idea across?
- Should there be any interactive elements (games, questionnaires, twitter feeds, etc.)?
- Can your site and your team benefit from a content management system (such as Atlas Works' *Atlas Workcenter*)? If so, does the entire site need to reside within it or only portions of the site?

### *Marketing/Message*

- What specific marketing message or functions does the site need to serve your organization and audience?  
Who is your audience and what are their Web/computer capabilities?
- Who are specific competitors for your audience, both direct and indirect?
- What has been the audience feedback on your current site (if you have one)?
- Does the launch of your site need to coincide with any event or marketing campaign?
- How will the site be promoted/marketed once it is launched?
- What benchmarks will you use to determine success of your site?

### *Additional Functions/Needs*

- What are your current hosting arrangements (if any) and their fixed and monthly costs?
- Are you going to sell anything on your site, take donations, etc?
- Are there any additional digital media pieces to complement this project (mobile app, online ad campaigns, Facebook, Twitter, etc.)?

## Implementing your Plan

First, review the list of “Things to Consider”.

If not you, assign a point person or persons to the project to serve as liaison between all members of the project, including Raven.

- Determine who will serve in this role following the site’s initial launch if it is not the same person.
- Note: part of this role will be to collect content from parties within your organization assigned to the project and ensure your compliance with agreed upon deadlines.

Officially assign individuals to work on the project (to provide/revise content, proofread, review site production work done to date, gather photos, etc.).

Poll all interested individuals within your organization for their input before the site project begins. Please note: Input based on your industry’s standards, audience expectations, your organization’s internal requirements, etc. is the most valuable. Input such as “I really don’t like blue” is less helpful.

Create a list of addresses to other Websites that interested parties within your company have seen and liked (or disliked) and find out why.

Prepare an initial site outline to provide the structure for the Website (this is simply a bulleted list in a word processing program that lists the main sections and subsections of your site). To accomplish this:

- Current or new content must be reviewed to determine which information is the most relevant to include on the site.
- Content for the site needs to be organized into roughly six major sections, each containing their own subsections.
- Based on budget and timeframe, decide which sections/features of the site must be available upon launch and which can be added in an ongoing manner.

Develop a budget.

- This budget should include provisions for all functionality required for the initial launch. This includes budgeting for items such as: site design, technology development/licensing (including a Content Management System or CMS) and any special features like blogs, RSS feeds, Wiki, or site memberships.
- This budget should also include provisions for any future phases of the site that will be implemented within a given timeframe after the initial launch.
- Note: Given the wide variety of solutions to any particular Web development effort (and their widely varying costs to implement), it is advisable to share your budget range with your developers. This way, it is easier to see what the developer can provide for the budget available.

## Next Steps...

Let’s get started. Work through the items above with your team first or have Raven work with you. When you are ready, Raven will help you finalized your list of requirements and put together a solid plan to help you achieve your Web development goals.

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