

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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