

Web Site Assessment Form

Concept or Presence	Lowest					Best
How well is a coherent, visual metaphor carried through the site?	1	2	3	4	5	
How well is that metaphor carried through on each screen?	1	2	3	4	5	
How well does the metaphor fit the company image?	1	2	3	4	5	
How well does the metaphor suit the purpose of the site?	1	2	3	4	5	
How well does the metaphor suit the target audience?	1	2	3	4	5	
CONCEPT SUBTOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Content	Lowest					Best
How appropriate is the text-intensiveness of the site?	1	2	3	4	5	
How well does the site answer any questions you might have?	1	2	3	4	5	
How easy is it to ask questions via e-mail and/or phone?	1	2	3	4	5	
How well does the content engage viewers and compel them to continue (e.g., correct spelling & grammar, vivid words, short paragraphs, bullets, 2nd person (you), active voice)?	1	2	3	4	5	
How well does the content suit the target audience?	1	2	3	4	5	
CONTENT SUBTOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Navigation	Lowest					Best
How consistent is the navigation?	1	2	3	4	5	
How obvious, simple, or intuitive is the navigation?	1	2	3	4	5	
How easy is the access to the menu, site index, and home page from each screen?	1	2	3	4	5	
How accessible are navigation tools (screen visibility/position)?	1	2	3	4	5	
How effectively are internal links used to move through the site?	1	2	3	4	5	
How well arranged is the content (number of clicks needed)?	1	2	3	4	5	
NAVIGATION SUBTOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Decoration	Lowest					Best
How attractive is the decoration?	1	2	3	4	5	
How well does the decoration support the concept?	1	2	3	4	5	
How well does the decoration support the content?	1	2	3	4	5	
How well does the decoration support the navigation?	1	2	3	4	5	
How well does the decoration suit the purpose of the site?	1	2	3	4	5	
How well does the decoration suit the target audience?	1	2	3	4	5	
DECORATION SUBTOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Marketing Efficacy	Lowest					Best
How well does the site convey its central value message?	1	2	3	4	5	
How well does it meet the buying needs of its target market?	1	2	3	4	5	
How effectively does it use calls to action and contact information?	1	2	3	4	5	
How well does the site promote itself (encourage repeat visits)?	1	2	3	4	5	
MARKETING EFFICACY SUBTOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SITE TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Web Site Planning Form

For Web site (URL): _____

Prepared by: _____ Date: _____

Web Producer/coordinator: _____

Contact Info: _____

Webmaster/developer: _____

Contact Info: _____

Business Profile

Is the Web site for a new or established company?

- New company
- Existing company, in business _____ years.

Does the company have an existing brick-and-mortar operation?

- Yes
- No

Does the company have an existing Web site or Web presence?

- Yes
- No

Will your site serve:

- Businesses
- Consumers

Does the company have an existing logo?

- Yes
- No

What type of business is the Web site for?

- Manufacturer
- Distributor
- Retailer
- Service provider
- Professional

What type of products does the company sell?

- Goods
- Services

Describe your goods or services:

What type of range will the Web site have?

- Local

- Regional
- National
- International

Web Site Goals

Rank the applicable purposes of your site, with 1 being the most important.

- _____ Information
- _____ Branding
- _____ Lead generation/qualifying prospects
- _____ Sales revenue
- _____ Ad revenue
- _____ Internal needs
- _____ Transformation

Financial Profile

Break-even point: \$ _____ Within: _____

Return on investment: _____ % Within: _____

Web Site Budget for First Year

Outside development: \$ _____

Special elements (such as video): \$ _____

Marketing: \$ _____

Inhouse labor: \$ _____

Other materials: \$ _____

TOTAL: \$ _____

Sample Objectives

Repeat for each goal within timeframe specified (for instance, 1 year).

Traffic objective (# viewers per month): _____ Within: _____

Conversion objective: _____ % Within: _____

Sales objectives (# sales per month): \$ _____ Within: _____

 Average \$ per sale: \$ _____ Within: _____

 \$ revenue per month: \$ _____ Within: _____

Other objectives specific to your site: _____ Within: _____
_____ Within: _____
_____ Within: _____

Marketing Profile

Describe your target markets. Give specific demographic or segment information. For B2B, segment by industry or job title.

What is your marketing tag?

Value proposition: Why should someone buy from your company rather than another?

Name at least six competitors and their Web sites.

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