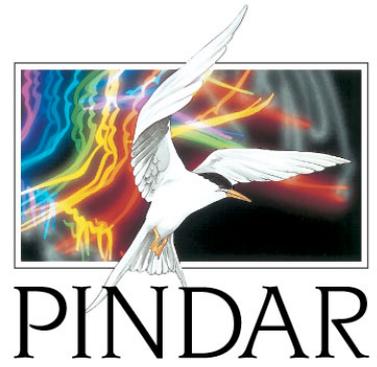


CONFIDENTIAL



Business Action Plan for Website

Company name:

Town:

Name:

Position

Date:

Business Action Plan for Website

1. Business description

Main products or services:

Background to the business:

Current position:

2. Business aims and aspirations

Where do you see your business in the next 3 years?

Business Action Plan for Website

3. Website content focus

Business objectives and strategy

1. What are your key business areas? And what aspects of the business will you be offering / presenting from your website? (Services / products etc.)

2. (a) Develop a list of KEYWORDS that customers would use to describe and / or search for your business or service:

2. (b) Briefly describe your product or service benefits, value and your USP (unique selling point) using these KEYWORDS:

3. Outline your business target audiences, and (if different) the target audiences of your website. Prioritise these audiences:

4. Competitive situation: please list your main online competitors: note anything of importance. Are there any noticeable windows of opportunity or elements that could be improved / replicated?

5. Briefly describe your current marketing plan and activities. Outline future strategy, objectives and activity (if different):

6. What are the 5 most important benefits your target audience is looking for from you and your competitors? (e.g. to save time, to save money, to find the best quality provider, etc.):

Business Action Plan for Website

Web objectives and strategy

1. What do you hope to achieve for the business by creating an online presence, both short and long term?

Classify the top 3 objectives of the website (e.g. lead generation, information dissemination, increase sales by x amount):

Design and content guidelines

1. Note below any websites that you like the style, the feel / colour scheme and the overall design. Try to identify the characteristics that appeal to you:

2. List the required actions you would like your website visitors to take (e.g. complete a form, download a brochure, make a telephone enquiry, etc.)?

3. List what resources the site will offer (consider the target audiences):

4. Can any of the textual content be displayed in a graphical form or in an interactive manner?

5. Are there any ways that outside content providers can deliver up-to-date content?

6. Consider links to external sites?