

Website Creation Strategy

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INTRODUCTION

ABOUT PORTLAND DESIGN LAB

Portland Design Lab, is a regionally recognized graphic design and technology firm headquartered in Lake Oswego, Oregon. Merging both high-end graphic design services with Internet and multimedia technology, we have solved design, marketing, branding, and technology problems for companies like MSN, Microsoft, Sony, Weyerhaeuser, Oregon State University, the Oregon Wine Board, Standard TV & Appliance, and many others. We deliver persuasive, authentic and elegant website design, graphic design, database web applications, and open source programming.

OUR TEAM AND AVAILABILITY

Portland Design Lab enlists a bevy of specialists with expertise in graphic design, copywriting, website design, software engineering, Internet marketing, and network technologies. With our talent, resources and proven methods, we can take your idea to launch, and make it brilliant to boot.

OUR SERVICES

Portland Design Lab has the background and experience (not to mention local and national level design awards) to build visual communications for every aspect a company may need and also the technical know-how to build complex database solutions. Our expertise in both fields is what makes us unique from other design firms.

Our services include:

- Graphic design
- Website design
- Multimedia/Flash presentations
- Logo development/branding
- Print and online advertising campaigns
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Custom database solutions
- E-Commerce integration
- Content management solutions

Website Creation Strategy

Use this form to help you compile the various types of information you need to design an effective, comprehensive, and user-friendly company Website.

Date prepared: _____

Website project name: _____

Prepared by: _____ Phone: _____

Type of Website:

- Informational E-commerce Both

General description and specifications for the Website:

Development information

Objectives: What are we trying to achieve by building this Website? What do we want them to do when they visit our site?

Target audience: Who is our target audience for the site?

Current target audience perceptions: How does the target audience perceive our company, our products, and our current Website (if there is one)?

Net impression: What is the most important impression that we want our Website to make on our target audience?

Key copy points: What do we need to tell our target audience?

Proof points: Why should our target audience believe us?

Tone: In what manner should we speak to our target audience? That is, should we use technical language; marketing hype; standard, straightforward English; or a combination of these tones?

Information buckets: What information categories must we provide to meet our objectives? How do we want to organize our information into these categories?

Navigation: How do customers want to navigate within our Website? What search and browse mechanisms should we offer?

Additional functionality: What features should we provide on the site to make it easy for our customers to do business with us (for example, shopping cart and payment options)?

Keywords and meta tags: What keywords will customers likely use to find our Website?

Other mechanisms for driving traffic: What other techniques do we want to use for generating business on our Website?

Search Engine Optimization: Is it important to be listed high in search engine results pages or is attracting new unique visits to the site important to the success of the site?

Website maintenance: Ideally, how often should updates be made to the website? Do we want the capability to easily update the site in-house, or would we rather hand update work to a vendor?

Contact information: What contact information and mechanisms for contacting us do we want to provide on our Website?

Competitive assessment: What are the pros and cons of our competitors' Websites?

Website project execution

Estimated budget: If multiple vendors are required, break down the budget accordingly.

Timeline: List project milestones, including estimated beginning and completion dates for each development phase.

Other considerations and mandatory inclusions:

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