

# Website Planning and Development



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# Roadmap

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- Planning and research
- Building
- Making your presence known
- Website maintenance



# System and tools

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- System hardware, licensing, and certificates.
- Dynamic content – Data pulled from a databases.
- User interaction – Registrations, Purchases, Site searching.
- Link checking – Find and fix non working links.
- Metrics – Measuring use, gathering statistics, feedback.
- Contribute or another CMS system for website editors.
- Grep – Finding all the instances of something within a site.
- Monitoring – Making sure the website is still up and running.
- Development site vs. Production site – Test first before releasing.



# Planning and research

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- Determine the goals of the website. Create a plan document.
- Create user stories. What would people do?
- List proposed features and their worth: must have, should have, could have. Get approvals.
- Create a needs assessment for customers and internal staff, per department. Conduct focus groups.
- Prototype and determine a consistent layout and design. Navigation.
- Competitive analysis. Branding. Consistent style.
- Determine what kind of metrics are needed. What is to be measured?
- Style guide usage, printable pages, people with special needs.
- Pick a content management product. Test it.
- Determine if outsourcing is needed and find potential companies.



# Building

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- Iterative process to develop the website.
- Regular communication during development. Reviews and meetings (when needed).
- Project website, where internal people can see tasks and progress. Also maybe a list serve (majordomo).
- Project hrs tracking. And if some tasks outsourced, management of those entities.
- Delegation of tasks. Who can do what.
- Site testing, users and tools.
- Per department needs while still being consistent.



# Making your presence known

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- Marketing and announcements.
- Internal tutorials for editing.
- Search engine registering and testing.
- Surveys and feedback.
- Checking the metrics.



# Website Maintenance

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- User maintenance, if a CMS is used.
- Backups, archiving older data.
- Updating the look and feel.
- Site search re-indexing.
- Updating the FAQ and/or site map.
- Continue to promote site.



# Conclusion

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- Work with people, get the information.
- Research the tools to make the website great.
- Be professional.
- Have a well communicated plan.
- You can make a robust website that can still remain simple, straightforward and pleasant.



# Questions, comments?

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