

Web Site Development Task List

1. Determine the look and feel of site (choosing graphic style/color/fonts and layout grid)
 - ◆ Primary (home page)
 - ◆ Secondary (any page that links from the home page)
 - ◆ Tertiary (all pages linking under a secondary page)
2. Develop a theme visual as well as keywords to be carried throughout the site
 - ◆ Using graphic elements (photographic, positive imagery)
 - ◆ Using phrases or keywords (text that conveys basic mission)
 - ◆ Maximizing usage of text for SEO
 - ◆ Basic Layout and color palette
3. Write copy and review existing text from contributors
 - ◆ Break message using text into discrete sections
 - ◆ Pick key text elements to feature on home page
 - ◆ Develop teasers, factoids and banners (grabbers that catch the eye)
 - ◆ Major message to be carried throughout site
4. Develop graphics
 - ◆ Optimize and adapt existing graphic elements (animate logo for website)
 - ◆ Create new ones according to theme (looking for suitable photos, treating them with filters to achieve continuity and approach.)
5. Determine site map and desired flow of visitors throughout the site
 - ◆ Path that people unfamiliar with organization should take (intro)
 - ◆ Path that those who are members or are using resources should take
 - ◆ Design site map so that both paths are credible and visitors are no more than three clicks away from key pages (determine what the key pages are)
6. Determine linking, "marketing" and PR strategies for site
 - ◆ Links to affiliated groups, foundations
 - ◆ FAQ's for visitors
 - ◆ Links to resources/local groups
 - ◆ Choosing appropriate words for meta-tags, roll-out strategy to launch website
 - ◆ Building "quicktour" or "who we are" introduction for site which could be put on disk or on laptops as an "electronic brochure"
7. Develop or post links to any information for download and print as needed (requests for information, resources, publications)
 - ◆ PDF files, Microsoft Word, PowerPoint
 - ◆ HTML printable
 - ◆ Simple forms
8. Plan for future growth of site, utilize ISP-provided extras
 - ◆ Does ISP provide site search engines, counters, chat room software? Discuss phased implementation.
 - ◆ How to expand the navigation without redoing entire layout
 - ◆ How will the primary message change in the next six months, 1 year?
 - ◆ How will the addition of resources, publications, more organizational resources change site dynamics?

9. Produce and upload pages
 - ◆ All coding will be done in raw html and will be compatible with IE and Firefox browsers from 3 most recent versions
 - ◆ Graphics will be used in context, and rotate as a banner for maximum usage
10. Provide template pages and maintenance strategy
 - ◆ Template pages with areas for simple updating
 - ◆ Quick "how best to" discussion on the best way to maintain the site, how often, what tools to use
 - ◆ When to call in help
11. Entire site will also be supplied on CD-ROM as a back up