WEBSITE STRATEGY LOG

Scenario 1:
Using Your Goal as Primary Definition: (What you plan to achieve.)

Goal	Competition	Demographic	Your Audience

What other companies share these goals? Who is your Competition?
(If you need to, search using your keyword/phrases) How many of the results are for companies providing the same products/services as you? How many of the companies are part of a larger organization or franchise?
As you review their websites, put them into categories. This reveals underserved markets, niche areas that have been ignored, and just how much business is waiting for your unique approach.

Rank competitors. How many seem to have a very similar goal, audience and approach as the one you are considering? Are they big and impersonal, small and slow? Do they present a professional appearance and encourage confidence (maybe with testimonials, certificates, guarantees) Are their prices prominently displayed, if so, do they offer discounts, scheduled billing, and many forms of payment? Do they offer a wide variety of sizes, styles, colors and even custom work?   Are the companies mainly local, national, franchises, or individuals? Try and assign a risk factor for success.

Competition	Service	Presentation	Payment	Variety	Type

Competitors Demographic:
For each company, try to determine what demographic they are trying to reach. Who are they targeting, what age, gender, ethnicity, occupation, etc. Is their site so broad-based that you can get traction offering special-interest, private-label, or loyalty-based products? Are there demographics that have been ignored? How closely does this match the audience you were considering?

Your Audience:
There's a good chance your goals already include a specific group of people. What ethnicity, age group, gender, or special needs sector do you want to attract? Are your competitors going after the same group? Are they narrowly focused in what they offer, or have they extended their products/services in an attempt to be a "one stop shop"? Have they expanded so much that they're lost sight of their core business? Is there room for you?

Conclusion:

Scenario 2:
Competition.
List the top 3 direct competitors that you are familiar with

Competitor	Delivery System	Operations/BizModel	Your USP

Visit the websites of those companies so you can determine a successful competitive strategy.

Delivery System:
Your goal can be in the form of a product or service, but if you want to create income, you'll have to determine the best way to get the "revenue generator" to the customer. A physical product incurs packing time and delivery fees, a virtual product (like an e-book) requires software for e-delivery, and a service (like consulting) requires either phone time or travel and on-site time. You'll have to compare your system to the one your competitor is offering.

Operations/Business Model:
Is the company web-based only, or do they have physical locations. Are they nationwide? Worldwide? Does the delivery of their product or service benefit from their business model, or is their site a natural extension of their physical location? (overhead costs like rent, employees, utilities all lower profit potential)

Analyze. What can be done quickly or handed off to a temp? Are there scheduling arrangements or special instructions to consider? How much production/execution is under your control? What % of your payment goes to fees? Will these tasks be done by you/your company or by a vendor? Overall, is there a substantial risk associated with this?

Preparation	Arrangements	Production	Payment	Internal	Vendor	Risk

Business Model:
Is the company web-based only, or do they have physical locations. Are they nationwide? Worldwide? Does the delivery of their product or service benefit from their business model, or is their site a natural extension of their physical location? (overhead costs like rent, employees, utilities all lower profit potential)

Your Unique Selling Point
Each one of your competitors shares your goals, but if they're successful they have different approaches to achieve that goal. They might target similar demographics, but leave room for a smart, savvy entrepreneur to clean up. What can you offer that would make your company unique?

Conclusion:

Strategy Execution:
List primary and secondary strategy statements based on the scenarios:
1.
2.

List top 3 keywords (highest ranking first)

Keyword (or key phrases)	Definition	Results/Competition	Development

Definition:
Are your key words/phrases easy to understand? Would someone be able to quickly recognize the purpose of your website from a headline using that word/phrase? Does the word or phrase have more than one meaning, requiring more text or an added graphic? Is there a dictionary definition of the word or phrase, is it derived from a product/action, or is it unique to a specific ethnicity?

Results/Competition:
When you run a search using your keyword/phrase, how many results do you get? Check at least the first 4 results pages. How many of the results are for companies providing the same products/services as you? How many UNIQUE companies come up in the results (quite often there will be 4 or 5 companies that dominate a certain market)

Analyze. What keywords have the strongest competition? Can your keywords and phrases be mistaken for another company, an unrelated, but popular item, does it translate well? Can you brand some/any of the keywords and make them uniquely yours? Do you have to purchase rights for the use of anything related to product/service? Are some of your keywords suitable for promotional use? Overall, is there a substantial risk associated with this?

Competition	Synonyms	Brand	Payment	Promo	Risk

Development:
As you put your plan into action, your keywords and how you go about marketing your site will need further development. Consider how you'll develop your goal into a long-term strategy that will serve you well as your business matures. Products need to change/get updated and services need to be offered in fresh, new ways. Your business must appear fresh.

You'll want to create a vocabulary of 10-15 keywords to use in your final website content.