

## Smart Website™ Development Plan

This Smart Website™ Development Plan is devised by WebGuru.sg™ to accurately gather and define the set of methods, conditions and parameters for the successful implementation of your new business strategic website

Date Prepared : \_\_\_\_\_

Project Ref. No. : \_\_\_\_\_

Project Manager : \_\_\_\_\_

### Client :

NAME : \_\_\_\_\_ COMPANY : \_\_\_\_\_

POSITION : \_\_\_\_\_ ADDRESS : \_\_\_\_\_

TEL : \_\_\_\_\_ EMAIL : \_\_\_\_\_

### Nature of Site :

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Business / Sales Acquisition | <input type="checkbox"/> eCommerce          | <input type="checkbox"/> Informational      |
| <input type="checkbox"/> Marketing Campaign           | <input type="checkbox"/> Community / Social | <input type="checkbox"/> Corporate Identity |
| <input type="checkbox"/> Service & Support            | <input type="checkbox"/> Catalogue / Menu   | <input type="checkbox"/> Others :           |

Describe your organisation / business in a few sentences. Include slogans and taglines if any.

## 1. STRATEGIC PLANNING

This section examines the critical elements that directly impact the website's strategic effectiveness:

- A. Objectives:** Why do you want to have a new website, or have your current site redesigned? Or, what will happen if you don't have a new website, or have your current site redesigned?

- B. Target audience:** Describe your potential customers. Pay special attention to their income, interests, gender, age, even computer usage patterns (eg. home PCs, mobile devices, offices/schools networks etc). If your website is a business-to-business site, what sort of companies are you hoping to attract?

- C. Current target audience perceptions:** How does the target audience perceive your company, your products & services, and your current website (if there is one)?

- D. Net impression:** What is there about you and your background that sets you apart from your competitors? What problems do your prospects have that your business can solve or can provide a superior solution to compared to your competitors?

- E. Key copy points:** If you have to choose only two key messages to convey to your target audience, what would they be?

**F. Proof points:** Why should your target audience believe you?

**G. Approach:** In what manner will you be speaking to your target audience? That is, will you use technical language; marketing hype; emotional tones; standard, straightforward English; or a combination of these approaches?

**H. Keywords and meta tags:** What keywords will customers likely associate your business with / use to find your website? (List 20 words or short phrases)

**I. Search engines:** Which are the major search engines in your target audience's geographical region? What levels of inclusions do you want? (eg paid/sponsored search results)

**J. Other mechanisms for driving traffic:** Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

**K. Creating & retaining interest:** How do you plan to encourage repeat visitors and referrals?

**L. Positive references:** List the names of three sites that you like and why?

**M. Negative references:** List the names of three sites that you dislike and why?

**N. Specific exclusions:** Items and objects that should NOT appear anywhere on site in the form of text, image depictions, videos etc.? (eg. a certain phrase or image that reminds customers of your biggest competitor, etc)

## 2. PROJECT MANAGEMENT & EXECUTION

**A. Decision makers & process:** Who are the decision makers of this project? What are the most efficient modes of communication and what is the turnaround time for each decision making?

**B. Project members:** What staff will be involved? What are their roles? Is there a webmaster or IT trained personnel on your staff?

**C. Resource requirements:** Where is the website content (text, images, other media etc) coming from? Is it ready for use on your new website? Do you need new photographs / videos of your staff, facilities, products etc? Do you need professional copywriting services?

**D. Logo & favicon:** Do you have an existing logo & favicon or do you need to change your existing logo & favicon? Do you need professional logo design services?

**E. Estimated budget:** If third-party vendors and service providers are required, list estimated costs of each as well.

**F. Timeline:** Project milestones, deadlines, including projected beginning and completion dates for each development phase.

**G. Proposed site:**

- |  |                 |                             |                              |                                  |  |
|--|-----------------|-----------------------------|------------------------------|----------------------------------|--|
| <input type="checkbox"/> Domain Name       | 1.              | 2.                          |                              |                                  |  |
| <input type="checkbox"/> Web Hosting       | SERVER :        | <input type="checkbox"/> SG | <input type="checkbox"/> USA | <input type="checkbox"/> OTHER : | <input type="checkbox"/> SSL REQUIRED? |
| <input type="checkbox"/> SEO / Ad Campaign | SEO BUDGET : \$ | Ad BUDGET : \$              |                              | PER MTH/YR                       |  |

**H. Other considerations and notes:**



## **PROJECT / PAYMENT SCHEDULE**

<b>Milestone / Event</b>	<b>Scheduled Date</b>	<b>Remarks / Payments</b>
Consultation & Facts Gathering		Prototype and strategic planning
Development Commencement		Deposit : 50% of total contract value
1 <sup>st</sup> Presentation & Revisions		All degrees and forms of revisions are possible at this stage
2 <sup>nd</sup> Presentation & Minor Revisions		Revisions are limited to minor amendments to texts, layouts, colors etc.
Completion & Launch of Live Site		Full balance payment
Hands-On Training Session		Possible to be conducted at Client's premises. Max 2 attendees
Post Completion Phase		30 days of free updates & minor amendments 1 year of email / tel support 1 year free hosting maintenance (Optional)
<b>On-going CMS Web Site Support</b>	<b>Type</b>	<b>Price</b>
Ad-hoc Enhancements/Support Requests	Ad-hoc Basis	\$50/hr with a minimum of 2 hrs
Preferred Support Subscription (Gold/Platinum) (www.webguru.sg/preferred-support-subscription)	Subscription Basis	From \$26.67/hr with a minimum of 1 hr

ACKNOWLEDGED BY:

**Ideapod Pte Ltd**

BY:

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(Signature)

\_\_\_\_\_  
(Name)

Date: \_\_\_\_\_

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BY:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name)

Date: \_\_\_\_\_

