



## Defining targets for your new site

Often the most difficult part of the process of establishing a new website is defining exactly where it should fit into your organisations overall strategy, so here is a list of some questions you may find useful in defining target goals for your site.

**1 Who / What is the site intended for ?**

- a. Potential new customers
- b. Existing customers
- c. A sales tool to be used by your in-house sales people
- d. A public relations tool
- e. An information resource
- f. A stand-alone sales outlet with e-commerce facilities
- g. Another purpose

**COMMENT:** Please rank the above in order of importance to your organisation.

**2 Who are your main competitors and what Internet strategy are they currently following ?**

NSI can provide a report of the internet visibility of your competitors.

**3 How do you intend to attract visitors to your website ?**

- a. Through paid-listings in search engines and directories
- b. Through free listings in search engines and directories
- c. Off-net advertising in the other media such as radio, newspapers, posters, etc
- d. Internal promotion as part of your normal contact with your potential visitors

NSI Partners can arrange all forms of media promotion on and off the Net.

**4 What products or services do you want to promote ?**

**5 What budget do you wish to allocate for:-**

- a. The creation of your site ?
- b. The ongoing promotion of your site ?

**6 Where will the potential visitors to your site be browsing from:-**

- a. Their homes ?
- b. Their workplace ?

If the answer is workplace then please advise the industry sector.

**7 What geographic area do you wish to attract visitors from ?**

**8 What design style and colours do you want to use for your new site?**

- a. Your organisations current literature ?
- b. A new approach ?

NSI's graphic artists can produce a selection of designs for you to choose from.

**9 Do you wish to have access to areas of your new site in order to update selected content yourself ?**

NSI can provide on-site training to your staff.

**10 What search terms would your potential visitors use to try to find your site on the net ?**

NSI can provide information on the popularity of each term you specify.

**11 How often will you want new content added to the site ?**

NSI can establish a regular maintenance program for any desired frequency.

**12 What domain name/s do you wish to use ?**

NSI provides a Domain Name registration service.