Planning & Publishing Your Company Web Site
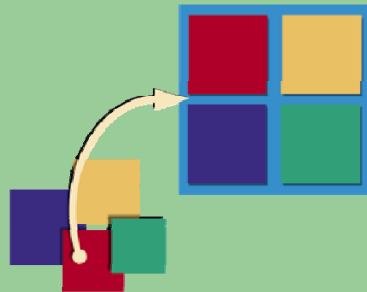
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Outline

- Getting it Together
- Sketching it Out
- Creating a Blueprint
- Publishing Your Site
- Publicizing Your Site
- Maintaining Your Site

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Getting it Together

- Decide on the web site's purpose

- Review peer sites and discuss what is liked and not liked in view of objectives

- Determine tasks and responsible parties for web site

- Secure web domain and web host

- Set publication timeline and budget

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Sketching it Out

- Sketch site out on paper
- Confirm that broad subject areas meet your web site's objectives
- Lock down navigational structure

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Creating a Blueprint

- Review and select artistic template
- Write content and secure photos
- Approve written and graphical content
- Select web host

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Publishing Your Site

- Review completed site on multiple browsers at multiple screen resolutions

- Upload site to web host and test all links

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Publicizing Your Site

- Based on how web site fits in the company's marketing plan, launch awareness-building campaign

- Include web site address on all collateral material (e.g. business cards, letterhead, fax forms, etc.)

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Maintaining Your Site

- Begin staff training on web publishing software

- Set calendar for updating

- Monitor site visit statistics

- Update site in accordance with calendar and triggering events

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For Further Information

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