WORKSHEET 12: DESIGNING AN EFFECTIVE WEBSITE

1. What are your objectives for the website? (Make sure they fit with the overall communication objectives for the campaign.)
   Objectives:

   _____

   _____

   _____

2. What specifically do you want people to do on your website?
   a. _____

   _____

   b _____

   _____

   c. _____

   _____

3. How does the website fit in with the other pieces of your social marketing strategy?

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4. What characteristics do you want for your website's look and feel? What adjectives would you use to describe it?

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5. What are some possible domain names for the website? Are they available?

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6. What content will you include on the website?

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7. What information should be front and center on the home page?

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8. What are the main questions people ask about your campaign/issue? Turn these into a Frequently Asked Questions (FAQ) section.

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9. What interactive and/or social elements will you offer on the website?

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10. How will you integrate your social media activity from other sites into the website and vice versa?

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11. How can you make the content shareable?

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12. How will people find your site?

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13. Make sure you build in:

- ❑ Search engine optimization (so people can find your site)
- ❑ A descriptive, easy to remember domain name
- ❑ A way for people to contact you online
- ❑ Easy, intuitive navigation
- ❑ Clear, uncluttered site design
- ❑ "About Us" page
- ❑ Appropriate reading level
- ❑ Look and feel consistent with rest of campaign
- ❑ Privacy policy