SFU

CLF4 WEBSITE PLAN

This document will help answer key questions that are essential for creating a successful website. If you need assistance completing this form, please reach out and we would be happy to work with you on this.

Website name:

_____

Give a high-level description of the project and briefly explain your website's purpose.

_____

PROJECT TEAM

Who will be involved in the project? Specific roles can be assigned to individuals based on their role in the project.

PROJECT LEAD:

Identify the person from the faculty/department/program who will coordinate with the vendor and/or the Communications & Marketing team.

_____

PROJECT TEAM:

Include the key people who will be involved in various aspects of the website project.

_____

EXTERNAL VENDOR:

If applicable, list any vendors you are/will be working with.

_____

AUDIENCE

List each key audience type and be as detailed as possible (Ex: Prospective students, researchers. Note: General public is not a specific audience). If your audience is mostly internal SFU, we can speak to you about other more suitable options.

PRIMARY:

_____

SECONDARY:

_____

GOALS AND OBJECTIVES

Your organizational and audience goals are your website's purpose. They are essential to define in order to inform your content development.

ORGANIZATIONAL GOALS

What does your faculty/institute/department/program want your audience to do when they visit your site? (Ex: The website should allow potential students to easily view program information so we can increase applications OR the website should highlight our research initiatives to support external funding). List 2-3 main organizational goals.

_____

_____

_____

AUDIENCE GOALS (TOP TASKS)

What are some top tasks your visitors want to do on your website? (Ex: Our audience wants to find contact information to speak to someone about programs). It helps to speak to members of your audience to better understand their needs and pain-points. List 2-3 user goals.

_____

_____

_____

ASSOCIATED LINKS

Are there any major websites you will be linking to that impact your navigation? (Ex: We need to link to the Academic Calendar because this is the source of truth for program information.)

_____

_____

ANALYSIS (FOR EXISTING SITES)

USER RESEARCH

Have you analyzed your current website's performance? An analysis can include looking at Google Analytics data, speaking to your users to gather feedback, and testing your current content organization. Your findings should inform your overarching project goals. Explain what type of research you've completed below.

_____

_____

_____

Considering your primary audience, what are some obstacles they face with the current website?

_____

_____

_____

METRICS & MEASUREMENT

Please speak to us if you need help setting up metric tracking in Google Analytics.

What are the five most popular pages on your current website? (1 = highest traffic)

1. _____
2. _____
3. _____
4. _____
5. _____

Are there any pages that get very few pageviews that you want to increase traffic to? List them here.

1. _____
2. _____
3. _____