

The Sippel Glidden Website Value Checklist

Your website can and should add significant value to your business or service organization. There are many ways this can be accomplished, and every entity has their own unique set of possibilities, given their industry, positioning, resources, etc., to secure the value-add they seek.

The Checklist below is intended to help our **Website Development & Design** clients consider what's appropriately possible, what's ultimately valuable, and what's feasible right now – to establish a website they are pleased with, proud of, and importantly, one that works! Consider the site features and functions described or implied in the list below. During our initial consultation, we will discuss and review this checklist, and help you develop a practical/affordable plan to establish an online presence that supports your objectives.

Your New/Re-Developed Website's List of Feature/Function Possibilities:	Potential Opportunities:	Near-Term Objectives:	Initial Order Priority:
EXAMPLE: Check <u>any</u> , Select <u>need</u> , then Order by # (1,2, 3 etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4
Make basic business/organization information available	<input type="checkbox"/>	<input type="checkbox"/>	
Heighten general interest in our business/organization	<input type="checkbox"/>	<input type="checkbox"/>	
Reach new markets for our products/services	<input type="checkbox"/>	<input type="checkbox"/>	
Better serve/support our customers	<input type="checkbox"/>	<input type="checkbox"/>	
Establish and build our identity/brand	<input type="checkbox"/>	<input type="checkbox"/>	
Support online ordering/sales	<input type="checkbox"/>	<input type="checkbox"/>	
Enable better networking and word-of-mouth	<input type="checkbox"/>	<input type="checkbox"/>	
Differentiate our offerings from the competition	<input type="checkbox"/>	<input type="checkbox"/>	
Establish credibility for our organization's capabilities	<input type="checkbox"/>	<input type="checkbox"/>	
Quickly disseminate time-sensitive news/information	<input type="checkbox"/>	<input type="checkbox"/>	
Make digital content (documents, photos, etc.) available	<input type="checkbox"/>	<input type="checkbox"/>	
Target/reach a specific demographic market	<input type="checkbox"/>	<input type="checkbox"/>	
Answer frequently asked questions (FAQs)	<input type="checkbox"/>	<input type="checkbox"/>	
Stay in contact with suppliers, field staff, etc.	<input type="checkbox"/>	<input type="checkbox"/>	
Open new national/international markets	<input type="checkbox"/>	<input type="checkbox"/>	
Provide 24/7 service/support to clients, patients, etc.	<input type="checkbox"/>	<input type="checkbox"/>	
Update dynamic data/information available quickly	<input type="checkbox"/>	<input type="checkbox"/>	
Gather feedback from our clients/customers	<input type="checkbox"/>	<input type="checkbox"/>	
Support employees with online access to information	<input type="checkbox"/>	<input type="checkbox"/>	
Recruite new, better employees	<input type="checkbox"/>	<input type="checkbox"/>	
Create new direct marketing opportunities	<input type="checkbox"/>	<input type="checkbox"/>	
Test market new services and products	<input type="checkbox"/>	<input type="checkbox"/>	
Support PR opportunities and influence the media	<input type="checkbox"/>	<input type="checkbox"/>	
Reach specific local market segments	<input type="checkbox"/>	<input type="checkbox"/>	
Improve access to information	<input type="checkbox"/>	<input type="checkbox"/>	
Communicate 'privately' with preferred clients/groups	<input type="checkbox"/>	<input type="checkbox"/>	
Enable ongoing relationships with key audiences	<input type="checkbox"/>	<input type="checkbox"/>	
Leverage our design/collateral investments	<input type="checkbox"/>	<input type="checkbox"/>	
Develop a competitive advantage with web technology	<input type="checkbox"/>	<input type="checkbox"/>	
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	

