Developing Your Web Site

Thinking of your business. . .

1. What audiences do you serve? Use the chart below to list your audiences. Internal audiences are part of your organization, such as employee groups. External audiences include clients, customers, and professional communities.

Internal Audiences	External Audiences

2. What information are you responsible for that is of interest to one or more of your audiences?

Information	Audience(s)	Frequency: How often it changes	Individual Who Handles Dissemination	Dissemination Format (Memo, e-mail, Word, PDF, etc.)

3. What are the most common questions you get from your audiences? Think about questions received by phone, e-mail, at meetings, etc.

Question	Response

Your responses to Questions 1-3 define the content that you should offer at your Web site.

4. Think about the general categories that you can use to group the information listed in your responses to Questions 2 and 3. You may decide to group by audience or by information type or both. These categories will become the basis for the navigation within your web site.

Category	Information to be Included

5. Prepare your content for the Web.
    - Think Bite/Snack/Meal. Present content in a way that offers a one sentence or phrase "bite" that serves as a label, a 2-3 sentence "snack" that offers key details, and a "meal" that will satisfy the visitor who wants all the details. The meal can be a Web page or, in the case of long reports, a PDF document.

    - Write in a way that speaks to the desired audience. Use language that appeals to the audience and avoid jargon. Tip: use the same language your audience uses when they ask you questions.

    - Whenever possible, make your content actionable. Tell people how they can act on the information, encourage users to sign up for more information through a newsletter mailing list, let them know how find related information and groups, allow them to make comments, etc.