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| **Picture of your website here** |

**ITMG 340 FALL 2019**

**Web Design (redesign) Project Title**

**Date Completed**

## Your Name

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# Purpose……………………………………………………………..5

* 1. What type of site—main features—Info/Entertainment
	2. Current site, positives, opportunities for improvement
	3. Description of company and how site relates to company mission
1. **Target Market Audience Analysis**
	1. Market Demographics of visitors
	2. Demands/requirements of visitors
	3. Meeting market needs—key selling points of site-ie most amount of information, updated more frequently, etc.
2. **Competitor Analysis**
	1. Other companies/their websites
		1. Explanation of inclusion
			1. Why are they a competitor
			2. What was the processed used to identify
		2. Evaluate positive/challenges/opportunities in websites

# Website Design Proposal

* 1. Content and Organization
		1. Site structure
	2. Visual Considerations
	3. Process Flow/Funnel Considerations
	4. Special Features/Attractions
	5. Before/After (if redesign)
1. **Website Testing**
	1. Methods of Evaluation
	2. Visitor Tracking mechanisms
2. **Website Marketing Activities/Hosting**
	1. Describe Promotional activities (search engines, partnering)
	2. Hosting services, needs, requirements, maintenance

# Conclusion/Future Plans/Assessment

1. **Appendix**