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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**