

## IANR Media Website Preparation Brief

Please work through these questions for developing your web project.

Project title: \_\_\_\_\_

New Site

New page on existing site

Update to existing site or page

Date to go live: \_\_\_\_\_

**1. Why would someone look for this site/page?**

*Who is the audience?*

**2. How would someone look for this page?**

*Are there specific search terms we need to highlight? What other websites in IANR could link to this site/page?*

**3. Once they find this site/page, what should they do?**

*What do we expect a user to take away? What are the goals of this site/page?*

**4. What types of content need to be on this site/page?**

*News, faculty, event calendar, forms, etc. Feel free to include examples from other unl.edu sites.*

5. **How will the site/page be maintained?**

*Who will update it? How often? How will news and events be handled?*

6. **How should the site/page flow?**

*For pages, what information should be highlighted? For sites, what pages are in the red navigation (up to six across and six down)? Where does this site/page live (ex: under CASNR, as part of a department, etc.)?*

7. **How will you measure success?**

*Make it as precise as possible. For example: We'll know the site is successful if we:*

- *increase our email signups by 25%.*
- *we outrank our competitors in search for the following search terms [...]*
- *we increase registrations by 10%*
- *traffic increases by 15% (sessions, pageviews or unique pageviews)*
- *our publishing frequency reaches at least 10 new pages of content a week*
- *over 20 authoritative sites (.gov or .edu) link to our site*
- *our site gets mentioned by media outlets*

8. **What images and text need to be included?**

*Who could we work with to get this information?*

9. Are there examples from other .unl.edu sites that we can reference?