Welcome!

Thank you for choosing Vision Internet for your website redesign project! We're looking forward to learning more about your goals for the project and bringing them to life online. As you can imagine, there is a lot of information that needs to be gathered in order to help us understand your existing site as well as prepare for the later stages of the project. This checklist is intended to provide a guide for gathering the needed information in preparation for the formal project kick-off meeting.

As you are working on compiling this information, we have started work as well. During this stage, our team is:

> ❯ Reviewing your final scope of work
> ❯ Performing our own assessment of your website
> ❯ Creating the initial project schedule

Task List

Here is a list of tasks we would like you to review and complete in preparation for our initial call. Keep in mind we will provide additional clarification and guidance on each piece during our call, but having your team spend some time gathering information in advance will help ensure our conversations are as productive as possible.

Gather High-Resolution Images

As part of the design process, our team will draw inspiration from the images of your community. Plan to gather at least 20 high-resolution images, including buildings, people, activities, etc, that convey a sense of life in the community. This includes your logo files and any other official images that will need to be included on the site. These will eventually be shared with your designer to develop the concepts for the site's look and feel.

In your project documents, refer to the "Image Sample.JPG" file to see an example image.

Assess Existing Website Content

Start going through your existing website content, eliminating anything that is out-of-date and identifying key information that should be added. Of course as part of the project, we will help to analyze your information. But, doing an initial run-through can help facilitate that process for us.

Not sure what additional information you need on the site? Consider having your administrative staff keep a log of the requests received over the phone in the coming weeks. That data can help inform what content is of interest to the community and should be highlighted on the site.

Compile a List of Websites You Like

Design is subjective. It's important to ensure we are on the same page during the design discussion, so when you say you like "modern" we know what that means to you. Plan to compile a list of at least ten sites you like with an explanation as to why. These do not have to be Vision sites or even local government websites. Having this context will help frame our discussions once we get started.

Not sure who to involve in this process? We recommend your core website committee works together to identify these sites. Or, you can individually compile the lists and we can use them as discussion in the larger planning meeting.

Review and Complete the Design Survey

Again, keep in mind the results of the survey will help inform our discussion moving forward. Plan to review the various concepts presented and give some thought to elements you really like or really don't like. Sometimes identifying what you do NOT like is the most important.

Not sure who to involve in this process? For this portion, we recommend gathering feedback from as many stakeholders as you can. Consider your staff, department heads, and elected officials. We will pare down the results with you once gathered, but as design is usually the part of the project of most interest to the organization, engaging many people early to get feedback can be helpful.

Note: You will find the survey document in your project documents, in the "Surveys" folder.

Review and Prepare Current Website

To get the most out of your new website we recommend you go through the below checklist:

- Make sure all computers being used by content editors are running IE 9 or higher.
- If applicable, go through friendly URL's and determine which one's you'd like to carry over.
- If applicable, go through forms and determine which one's you'd like to carry over.
- Identify any PDF's that contain links to other documents, as those links will no longer work.
- Go through the site and remove any pages/content that you are not going to carry over.
- Clean out the Trash Can.
- Remove old documents and images that are not in use.

Share the Community Survey

Often, our clients like to include their community members in the process of assessing the existing website. There are a number of strategies for disseminating the survey. Most commonly, clients will use a tool like Survey Monkey to create the form and share it on their existing website. Alternatively, you can share hardcopy surveys with specific community members. We are sharing this survey with you early in the process to allow as much time as possible to gather input, but if you would prefer meeting with your project manager first to discuss the strategy of engaging the community, you can certainly wait on this portion until the initial meeting.

Note: You will find the survey document in your project documents, in the "Surveys" folder.

Gathering Current Website Statistics

An important part of reviewing the effectiveness of your existing website is to understand how users are interacting with the information and design. If you currently track website analytics through a tool such as Google Analytics, plan to compile at least three months of data to share at our initial planning meeting. If you don't currently track analytics, consider signing up for a Google Analytics account (www.google.com/analytics) and start tracking the current website traffic. Having data for even this short period of time will be helpful.

Process from Here…

Due to the timeframe needed to gather sufficient survey information, we allow 4-5 weeks for this initial project phase. From there, your project manager will contact you to formally schedule your first group meetings and will review the remaining project schedule with you at that time.

Should you have questions during this phase, contact Kristoffer von Bonsdorff at kristoffer@visioninternetcom or at 310-656-3100.

We look forward to working with you!