Local History Services | Minnesota Historical Society   June 11, 2021

This worksheet is intended to help local history organizations establish their presence on the web.

Web Strategy Worksheet

Prepared By:

Project Manager   _____

Web Manager   _____

*This web project worksheet answers the what, why, when, who and how questions about embarking on a web project. **This is a living document that should be updated through the life of the project as new information becomes available.** So, don't put it away after you've filled it out once. It is used to communicate project information to project team members and key stakeholders throughout the project.*

> Note: the answer boxes expand when you type into them.

PROJECT NAME

What is the name of your web site project?

GOAL/OBJECTIVE

What is the general purpose of this web site? What problem will be solved or what opportunity (e.g. a new information need) will be achieved? How does the content further your mission? How does the project align with your vision statements? How will align with the strategic priorities? In summary, why should your organization undertake this web site?

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WHAT IF WE DON'T DO IT

What happens if we don't undertake this project? What weaknesses will be exacerbated? What external threats may we encounter?

PERFORMANCE MEASUREMENTS

What are the web site's performance outcomes? How will you know if it was worthwhile developing this web site?

STAKEHOLDERS

Who the intended stakeholder(s) for the web site?

USERS

Check all that apply:	Users
	Students, with an emphasis on grades 4-12
	Adults 50+
	Families with school age children
	Young Adults

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USERS – NICHE AUDIENCES

Check all that apply:	Users – Niche Audiences
	These categories further define the Users category. We describe them here because niche audiences have distinct needs.
	Family History Researchers (aka genealogists)
	Visitors to Museums and Historic Sites
	Public Program Attendees
	Researchers
	Media
	Volunteers
	Employees
	Others Please specify: *For example: retail consumers, potential renter of facilities, archeologists, etc.*

CONTENT

Describe the web site. What type of information will be included?
What "keywords" or headings best describe the subject of the information?

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Answer the following questions about the content with your best guess.

Images (e.g. photos, artwork, maps, illustrations, etc.)   **Answer**

How many images will the web site have?	
How many photos need to be taken?	
How many illustrations need to be drawn?	
How many images do you currently have in print format that need to be scanned?	
Do you have permissions/rights to publish the images on the web?	

Audio

How many audio files will the web site have?	
How many audio files need to be converted from analog to digital?	
Do you have permissions/rights to publish the audio on the web?	

Video

How many video files will the web site have?	
How many videos must be shot?	
How many video files need to be converted from analog to digital?	
Do you have permissions/rights to publish the video on the web?	

Documents (e.g. pdf or Word docs)

How many document files will the web site have?	

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If you plan to publish pdfs, do you have a copy of Adobe Acrobat?	
Do you have permissions/rights to publish the documents on the web?	

Content Research

How much time (e.g. number of weeks) will it take to gather, research and fact-check the content?	
Who will edit the content for style and grammar readability?	

Database Driven Web Sites

Does data need to be keyed into a database so that it can be published on the web? If yes, how many records will the site have?	
Does data already exist in a database? If yes, what is the name of the database?	
Does the content need to be maintained over time or is it complete when the project is complete?	
If the data needs to be maintained, how many people (staff or volunteers) are assigned to maintain it?	

Social Media

What social media aspects will this web site employ? E.g. user generated content, tagging, user reviews, user networking.	
Will this project make use of external social media sites, e.g. Facebook, flickr, twitter, etc. Who will maintain the external social media?	

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SOFTWARE:

What software will this web site use? Will the site have a content management system (CMS) or will need use a WYSIWYG application or will you be hand coding with an application?

Check all that apply:	Software
	WYSIWYG Editor (Dreamweaver, Contribute, Frontpage, etc…)
	Text Editor: (BBEdit, NotePad, Textedit, etc…)
	Content Management System CMS (Drupal, Joomla, Wordpress, etc…)

REVENUE GENERATION:

Will this web site generate revenue? If yes, how much do you expect it will raise in its first year?

How much do you expect it to raise per year thereafter?

PROMOTION:

What ideas do you have about how to promote the existence of this web site?

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COMPARABLE WEB SITES:

To help understand the context for your project and its possible design, please list some examples of other web sites that interest you, and note why they appeal to you.

PROJECT BUDGET:

How will the web site be funded? If it is grant funded, briefly describe the funding aspects of the grant. If the web site will need to be maintained, e.g. update content or maintain relationships with content providers, or enhanced after it goes live, describe what resources (money, staff) have been planned for maintenance and enhancements.

PROJECT TIMELINE:

State your best guess as to what are the tasks required to complete the project, when they'll start, how long it will take to do them and who will do them. Add as many tasks as you need.

Tasks *What needs to be done?*	Anticipated Start Date	How Long will it Take? *(in weeks)*	Who Will Do It?

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PROJECTED IMPLEMENTATION DATE:

Considering all that needs to be done to develop the web site, what is the projected date your web site will go live?

Is there a mandatory deadline to complete this project? For example, is this a grant-funded project that must be completed by a certain date, is there an exhibit opening or another event that coincides with this web site? If yes, what is the drop-dead date?

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PROJECT TEAM:

Who are the people on the project team? Identify as many people as you are able.

Role	Person(s)
Project Champion	
Project Manager	
Content Provider(s)	
Content Editor	
Digitizer	
Web Content Manager	
Web Designer	
Web Developer	
Database Administrator	
Marketing	

PROJECT DOCUMENTION:

Where will the supporting documentation (e.g. research, meeting notes, schedules, task lists, status updates, etc.) for this project be kept?

DOMAIN NAME:

Where will the supporting documentation (e.g domain name register, password, etc.) for the domain name be kept? Who keeps track of the renewal date? Who is actually listed as the register of your domain name?