



## OTR Web Systems

Web Design

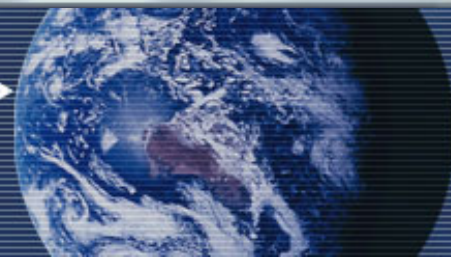
Flash Multimedia

Web Optimization

Web Hosting

Domain Registrations

OTR Designer Awards



Taking on a new corporate webpage development project is a difficult task for most organizations. The preparation, planning and ongoing management of a web development project has the potential to touch every aspect of your company. The team at **OTR Web Systems** have a clear understanding of the challenge this type of project can place on small to mid-sized companies that don't have the resources to assign an employee to manage the project full-time.

**OTR Web Systems** provides the expertise to help you define the process and streamline the project to ensure results are delivered on time. Here are several strategies and tools we have developed to help organizations plan a web development project.

### Web Strategy Document

In preparing to develop your website strategy you should consult with key stake holders throughout your entire organization. This process will identify the needs and expectations of each area of your company. By the end of this process you will be in a better position to clearly define the communication and business objectives of your new page.

#### Check List for New Corporate Page

- ▶ Bring together stakeholders from each department
- ▶ Evaluate the current page and suggest changes
- ▶ Create wish list of new webpage functionality
- ▶ Gather examples of current websites your team finds effective
- ▶ Determine basic corporate information that needs to be communicated
- ▶ Create objectives of the webpage for each department
- ▶ Identify and define your target audience
- ▶ Determine if a public page and corporate internal page is required
- ▶ Discuss the complexity of information that can be effectively communicated
- ▶ eCommerce needs and requirements
- ▶ Define project budget and timelines