

Your website can save you time.

Questions to ask to get the most
from your website.



How many hats do you wear?



Public
(residents, businesses, visitors)



Website Editor



Township Board Members



Make sure you have a copy of the 3-Legs for Success Website Checklist

A reference tool that gives you
the questions to ask your current
or future website vendor.

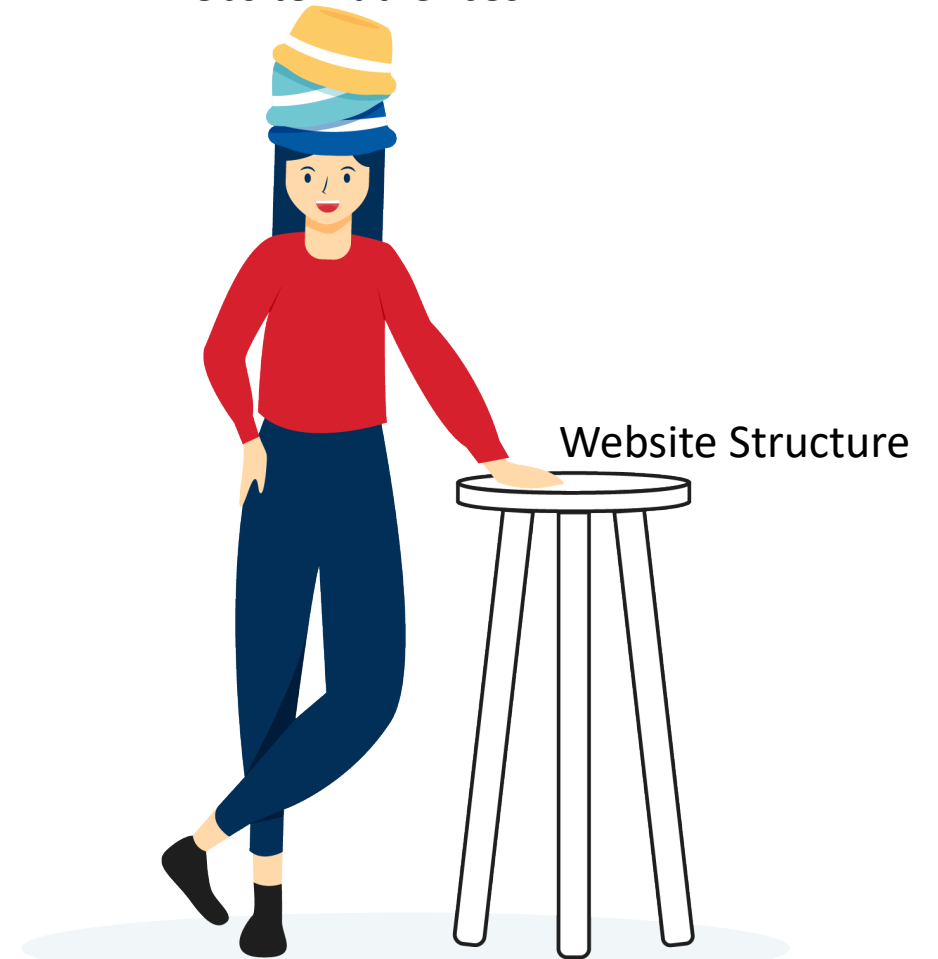
WEBSITE PROCESS CHECKLIST

WEBSITE FEATURE SET

<input type="checkbox"/>	NAVIGATION	_____	_____
<input type="checkbox"/>	SEARCH	_____	_____
<input type="checkbox"/>	ARCHIVING CONTENT	_____	_____
<input type="checkbox"/>	CALENDAR	_____	_____
<input type="checkbox"/>	DOCUMENTS	_____	_____
<input type="checkbox"/>	IMAGES	_____	_____
<input type="checkbox"/>	DIRECTORIES	_____	_____
<input type="checkbox"/>	ONLINE FORM	_____	_____
<input type="checkbox"/>	EXPIRATION	_____	_____
<input type="checkbox"/>	E-NOTIFICATION	_____	_____
<input type="checkbox"/>	BROKEN LINKS	_____	_____
<input type="checkbox"/>	DESIGN PROCESS	_____	_____

Website Audiences

Your target audiences lean on the structure of your website to function at all times.



If just one part of this systems fails...

At least one audience is not happy

- Not find information they seek
- Not able to effectively keep website up to date
- Lose time and money chasing fixes



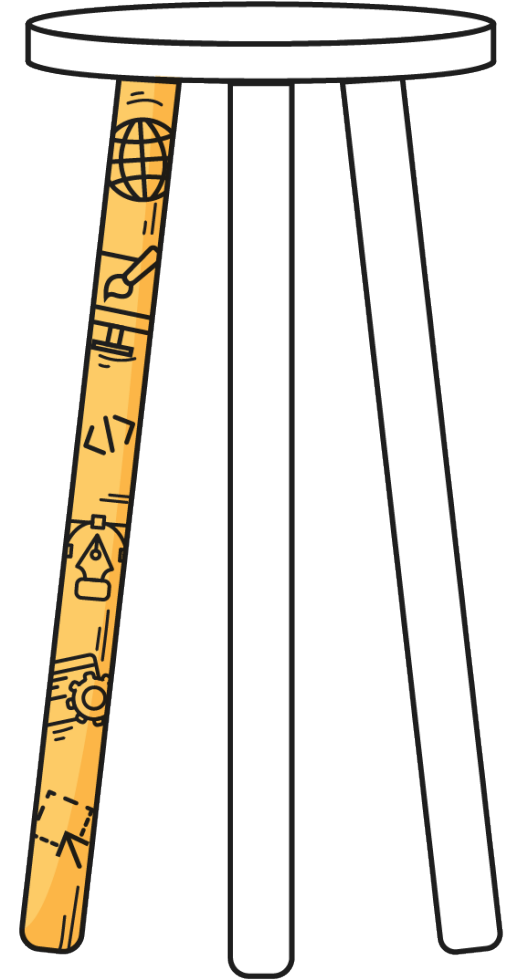
Leg #1:

Website Feature Set

- Professional, engaging website
- Features to reduce editing time
- Website viewers appreciate easy access to information

Checklist reviews 15 important subjects

- Graphic design
- On-page design
- Mobile responsiveness
- Redesign policy
-
- Navigation
- Search
- Calendar
- Documents
- Images
- Forms
-
- Directories
- Content expiration
- Archiving content
- eNotification
- Link validation



Leg #2: Website/Customer Support

- Customer support during launch and afterwards needs to be defined.
- Training on how to use website

Checklist reviews 11 important subjects

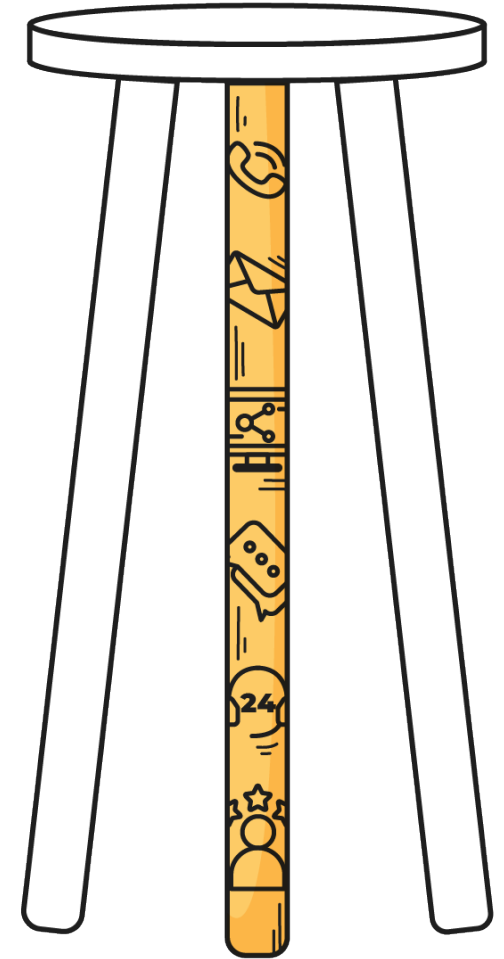
Ask....

Who helps you when you need it?

How do they help?

Who trains new website editors post launch?

What support is covered or billable?



Leg #3: Foundation Technology

- ☑ Each unique component has multiple correct solutions
- ☑ Your quote/contract needs to cover these components

Checklist reviews 18 important subjects

Confirm who is...

Hosting your website.

Responsible for adding websites to the server.

Maintaining server and website backups.

Maintaining server and website firewalls and scanning for malware.

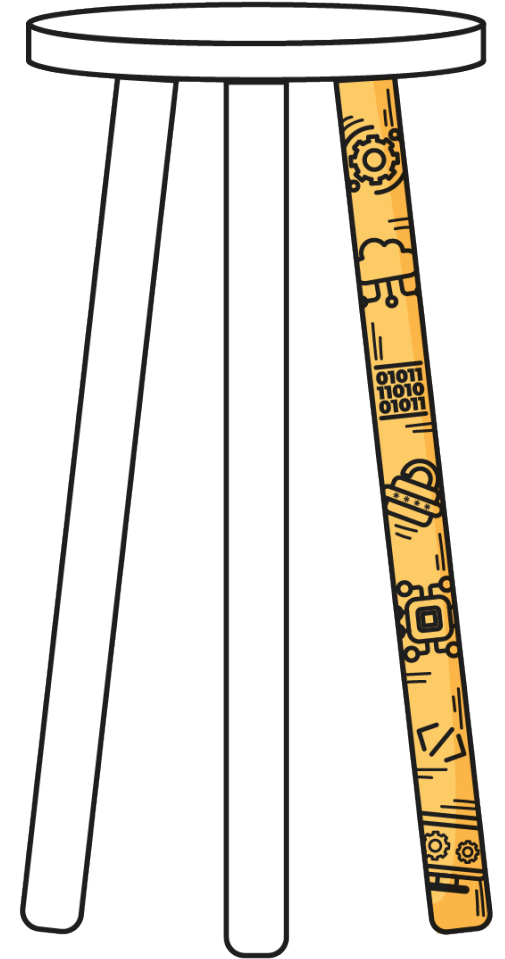
Monitoring website uptime.

Maintaining spam protection for online forms.

Updating the SSL Certificate.

Maintaining website software & CMS.

In control of your domain and DNS.



A Cohesive Solution Ties Website Components Together

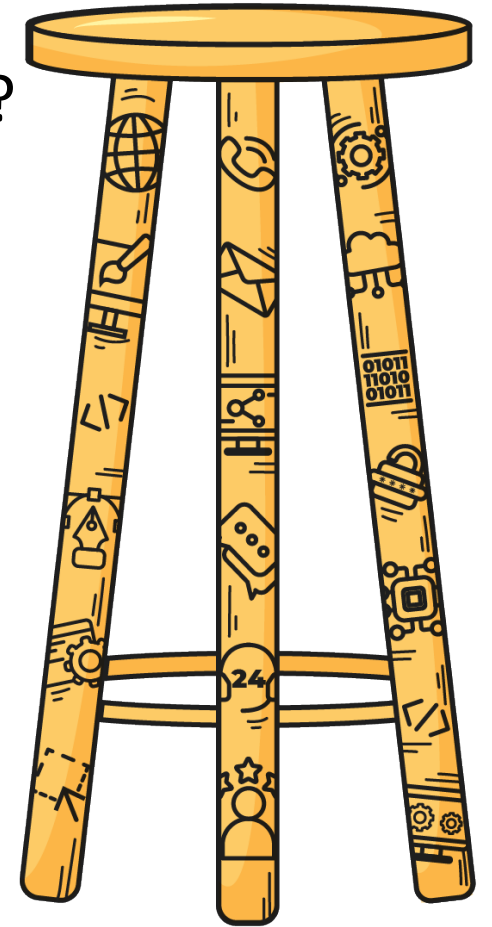
Two Main Types of Website Vendors

1. Turnkey Website Service
2. Website Designers that create your website and then recommend hosting vendor and other vendors for security and maintenance.

....and there are vendors in between.

Who do you go to for..?

- Ongoing backend maintenance
- Website speed questions
- Installing a backup
- Security concerns
- Graphic design
- Adding features
- Editing assistance
- Training of new editors



Satisfied User Groups



Public

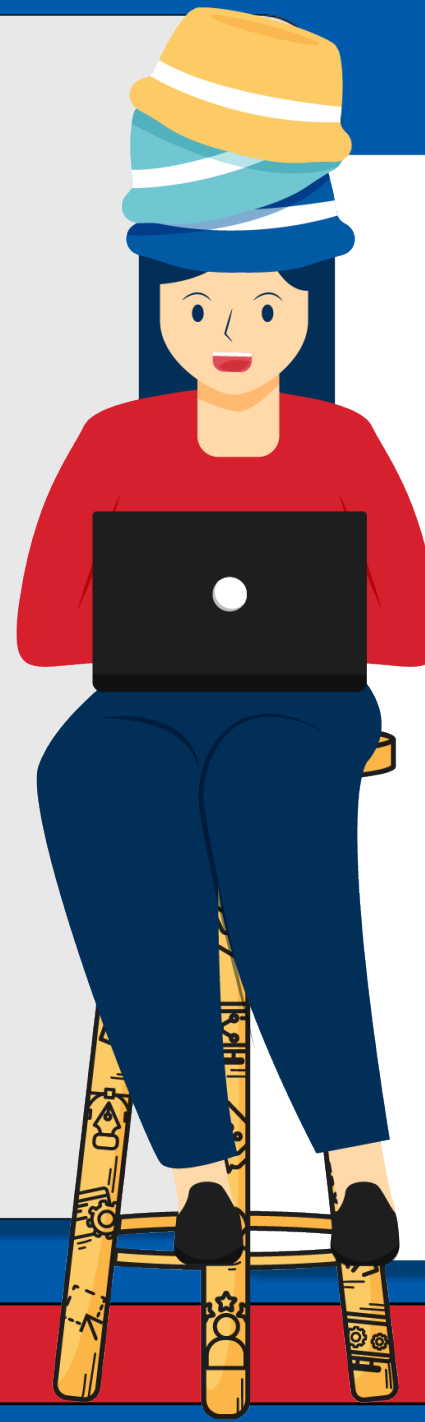
(residents, businesses, visitors)



Website Editors



Township Board



Checklist Gives Your Audiences A Solid Foundation



44 questions to ask in order to get the most from your website.



Your website vendor will be able to answer every question AND there is no ONE correct answer.



Knowing you are covered on all these components will save you time now and in the future.

Questions....

How do I know which type of website vendor I have – a full service or more a la carte?

How important is having archiving content? What does that even mean?

What you mean by user interface and design?

Why do I care about expiration of content?

What is an ADA Accessibilty Review Policy?

Why do I care about website analytics?

What are the most important points to take away from the foundation technology section of the checklist?

