

WebsiteDoctor Kick-off Meeting Agenda

Introductions and familiarisation

We will get to know each other, and discuss how we prefer to communicate.

Information gathering

Open discussion about the different features and requirements that you and your staff would like to have in the new website, as well as discussing how to integrate your workflows with the new website.

This will cover:

→ Project Goals & High Level Overview

- List and review all goals for this project, such as clearer communication, responsive design, increased conversions, improved SEO, improved scalability, etc.

→ Business objectives

- What does your organisation wish to achieve from this project? This list of objectives will need prioritising so that they can be used to inform the decision making process.

→ Target Market

- The client should describe their target market including: gender, age, location, and profile.

→ Calls to action

- Once we have our success criteria, they need to have associated calls to action. These are the things that we want users to actively do in order to measure success.

Design discussion

Design tends to be a subjective issue, so it's important that we discuss it early on. We will discuss different elements and examples of design that could inspire the project, as well as the personality that we want the design to project.

- **Competitor Review:** Review key competitor websites.
- **Current Site Review:** Walkthrough of current website, note issues and change requests
- **New Site Design:** Design

For example, should it be young and trendy or older and conservative? Another question we will ask with regard to design and language tone is “If your business was a famous person who would it be?”

This can be useful when writing text content, as well as for the overall vision or design aesthetic.

Content and SEO

Discussion of site content (text, photography, illustrations, video) and who will supply what parts. We will briefly discuss SEO keyword research, landing pages and content marketing strategy post-launch.

Risks and Tradeoffs

We try to lead a very frank discussion about what we see as inhibiting our project success, what elements of the project might prove troublesome or difficult, and how we’ll approach problems when they arise.

Project timeline

Dates and Milestones: At this point, our project plan is pretty loose, but we try to give you an idea of when to expect things from us, and when we need things from you.

Questions

Any final questions before concluding meeting?

Next steps

What are the immediate next steps after the kick-off meeting

Conclusion