

Planner For 2006

It's useful to have a plan for your organization's web site. Without a plan, the site will usually languish. A plan brings goals, action, results. To plan for the coming year, ask yourself these three simple questions.

1. What do I want to do with my Web presence in 2006?

*Target additional niches and demographics?
Expand the offerings in the site, reorganize, update the look?
Add real-time user services, build a link network, make news events?*

2. What real-world results do I expect from this?

*More leads, more sales, more customers?
Better service to the users, user feedback, user contribution?
More upselling, greater cross-training?*

3. What resources will I allocate to make this happen?

*What amount of money am I prepared to invest?
What extra personnel, how many extra work hours will I devote?*