

Site Goals Worksheet

Please use to assist in the establishment of your own site goals. Examples given are examples for the @web resource site. Your site goals will be discussed and refined during the Discover Workshop.

General site goals:

Example: Provide training materials, content creation resources, promote Sitefinity usage and features, provide governance

Organization Priority:

Example: **The user experience is the priority for the CMS implementation:** user-centric — rather than organization-driven — information architecture and navigation, visual system and content.

To support this priority, our website will:

- _____
- _____
- _____
- _____
- _____

Example: To support this priority, the @web resources site will:

1. Promote best practices and tools to plan and manage websites, which serve the needs of our students and external university stakeholders.
2. Provide self-service, easy-to-find and easy-to-understand:

- Sitefinity information and training resources in multiple learning modes (i.e., manuals, videos, images, resource links) that users of all experience levels can effectively implement to simplify site maintenance.
 - Content planning and creation training resources in multiple learning modes (i.e., manuals, videos, images, resource links) that focus on meeting users' informational and tasks needs and improving the quality of writing and visuals.
3. Provide easy-to-access policies, standards, guidelines and processes regarding accessibility, security, branding, development and content.
 4. Promote features, benefits and outcomes that underscore the combined value of Sitefinity and governance to support a consistent, content-rich user experience.