

# Creating Your Website Strategy

- 1 Who are the critical audiences?
- 2 What are the tasks that we need users to be able to complete online?
- 3 What's our member value proposition?

## RESULTS DIRECT CAN HELP

Digital Strategy, Web Design, CMS, Mobile Apps & Systems Integration Solutions

- **Start with organizational goals** & make sure the website strategy is in direct support of these goals
- **Define specific success measures** for the goals & determine data benchmarks
- **Talk with members directly** & better define their needs & expectations
- **Define the member value proposition** & what your association delivers better than anyone else
- **Conduct planning sessions** with staff leadership to define an aspirational vision
- **Contract with a website partner** to develop a phased roadmap
- **Define short-term (immediate) & long-term strategies (over next 2-3 years)** to reach website goals