



Website Brief

Questions?
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Page URL: _____

Employee Name: _____

Phone: _____

Email: _____ **Date:** _____

OUR TARGET AUDIENCE: Prospective Students

For example, high school and junior high students, community colleges, educators, government employees, nurses and working adults who want to advance or change careers.

- 1. When prospective students get to this page, what do we want them to feel? What do we want them to do?**
- 2. How much existing content will we keep?**
What is working well? What isn't? What information is still accurate vs. out of date?
- 3. Will we need to add any new content?**
- 4. Do we need to re-order / re-format content so that the main point(s) are not buried under less important information?**
- 5. Do we need to edit for a more encouraging tone of voice that better fits the brand?**
- 6. What key words or search phrases do we need to use for SEO?**

Website Brief *continued*

7. Do we need to add a call to action?

8. How does your college/department/office help Kentucky State students become the person they are meant to be?

9. What does your area do to help prospective students find the financial, academic or emotional support to complete enrollment?

10. What specific services or programs does your area offer, to help students establish a successful and rewarding place in this world?

11. How does your area support a diverse and accepting campus environment?

12. Do you manage any social media outlets? If so, please list.

13. Do you have access to any high-quality media?

14. Is there any additional information we should consider?

15. How will we measure success?
Analytics and metrics that need to be in place and who will track results: