This template has been provided the Scottish Council for Voluntary Organisations (SCVO).

Use of this model policy is entirely at your own risk. The policy should be adapted to suit your own organisational needs, and you should ensure if meets your own specific requirements. You should also check this policy is compliant with the law and your organisation’s governing document. No liability rests with SCVO.

For more information see our information on [using SCVO templates](https://scvo.scot/support/using-scvo-templates).

**Background to your organisation**

* Your vision, aims, people you work with

**Key audience(s) for your website**

* The primary groups of people who will be using your website (eg service users, donors and supporters, media, people wanting to find out about the issues you are working on)

**Key user goals you need to meet with your website**

* What people need to be able to do on your website, for example find out about and book onto an event

**Your organisational goals for the website**

* What business goals and targets are you looking to achieve?
* More people connected with your work?
* More income from donors?
* Better awareness of key issues
* Less routine enquiries to a helpline?

**Key messages/propositions associated with your website**

* What are the key benefits that people will experience when they’ve visited your website? For example ‘clear, accurate information for anyone living with sight loss’. Or ‘practical information and funding for people in Glasgow looking to make their home more energy efficient’.

**Any brand guidelines or design templates the website needs to work with**

* Including some links and examples will help a designer understand how your organisation’s branding works in the real world

**Any other digital platforms that you need this website to work with?**

**Any requirements around a technical platform**

* (you may have a preferred platform, or you may just need to specify the level of functionality – eg ‘a content management which is easy to use with flexible page templates’)

**Security requirements**

* How will user/admin accounts be set up and secured?
* How will any sensitive data be appropriately managed?
* How will any patches or updates be applied to the website and associated systems?

**Any key features and integrations**

* For example ‘a blog posts page and a link to a branded donation form’

**Domain registration and hosting**

* Do you already own a website domain, or does it need to be purchased and registered?
* Do you have webhosting already in place, or does this need to be arranged?

**Content strategy**

* Including plans for any updates and data migration from an old site if applicable

**Any SEO or social media requirements**

* Any key search terms you need to rank highly for, any social media sharing integrations you want to appear on your site content
* Will you want Google Analytics set up for your site, and will this be done by your core website partner or another party?

**Key roles/responsibilities**

* Who will be the internal project lead?
* Who will sign off on key deliverables and authorise payments?

**Timeframe and key milestones**

You may want to split your timeline out into milestones or phases, for example:

* User research
* Template design
* Technical development
* Content migration
* Setup and hosting
* User support and training

These may well end up flexing and adapting as the project gets going. Being up front about your timing requirements, and checking that they are deliverable will help manage expectations from the start.

**The overall budget for the project.**

* Will your budget be a fixed-cost project, and how will you monitor and address any cost or time overruns?
* How will payments be staged? You should make final payment conditional on satisfactory completion of the website
* How will ongoing support and hosting costs be budgeted for?

**Ongoing support and training needs**

* Training your staff so that they can complete basic updates themselves
* What support and response level will you receive on an ongoing basis, and what might be extra?