Website Project Charter Template

# 

# Purpose

Use the Website Project Charter Template to establish a clear project scope, decision rights, and executive sponsorship for your project.

Be sure to customize this template accordingly. When required, delete the sample text provided and fill in the blanks with information that is directly related to the project.

This template has been pre-populated with an example of what a sample project charter might look like for a fictional mobile marketing program. Change, delete, or add to the example as required.

[Project Name]

Project Charter

By

[Enter Name Here]

For

[Enter Name Here]

Effective Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Project Overview

The following table includes basic information that is associated with the project. Please contact the project manager with any additional questions or comments.

|  |  |
| --- | --- |
| **Project Title** | Website Redesign Project |
| **Project Sponsor** | VP of Sales & Marketing |
| **Project Manager** | Director, Marketing |
| **Project Manager Contact** | (Email) [janedoe@abc-company.com](mailto:janedoe@abc-company.com); (Phone) +1 (555) 555-5555 |
| **Project Team Members** | Marketing Manager  Director of IT  Director of Sales  Customer Service Manager  Other |
| **Project Start Date** | December 1, 2013 |

# Project Description

## Project Purpose

*<Insert Organization Name> needs to redesign their corporate website in order to achieve the following benefits:*

1. **Marketing**

* Improve brand image
* Increase awareness

1. **Sales**

* Increase revenue
* Acquire new customers

1. **Customer Service**

* Increase customer satisfaction
* Increase customer retention

***Ultimately, the purpose of this project is to build a new website and to execute the website strategy effectively in order to achieve the aforementioned benefits.***

## Background

<Insert Organization Name> must update the website in order to increase usage and engagement.

It is generally believed that:

* Increased usage amongst existing customers will lead to a higher customer retention rate
* Increased engagement amongst prospects will lead to an increase in sales
* Increased visibility will lead to an increase in brand perception
* <List Other Benefits Here>

<Insert Organization Name> has an opportunity to bring benefits to sales, marketing, and customer service by engaging in this website redesign project

## Project Scope

Document what is in scope for this project and explicitly state what is not in scope.

If you are planning on a phased approach, provide a summary of what each phase will look like from your perspective.

You will find a brief example on the following page:

The scope for the website redesign project includes:

* **Analyze**
* **Plan**
* **Design**
* **Prepare**
* **Launch**
* **Refine**

## Project Deliverables

1. **Analyze**
   * Website Assessment
   * SEO Assessment
   * Content Audit
   * Usage Survey
   * Competitive Analysis
   * Research
   * GAP Analysis
2. **Plan**
   * Strategy Scorecard
   * Roadmap
3. **Design**
   * Requirements
   * Prioritization
   * Feature Release
   * Wireframe
   * Budget
   * RFP
   * Vendor Selection
   * Creative Brief
4. **Prepare**
   * Page Mapping
   * Link Building
   * Content Marketing
   * SEO
   * Online Advertising
   * Landing Pages
   * Systems Integration
5. **Launch**
   * Governance
   * Policies
   * Testing
   * Launch Checklist
   * Web Dashboards
6. **Refine**
   * Website Reporting
   * Maintain & Improve

## Project Timeframe

**Start date:** December 1, 2013

**Estimated end date:** This is an ongoing initiative.

## Project Resources and Responsibilities

**Include roles, responsibilities and estimated time allocation:**

1. **Director, Marketing**
   * Oversee all website redesign efforts and resources
   * Collect and report on project metrics
   * Establish marketing objectives for the website project
   * Develop strategies for cross-platform promotion
   * Harvest customer insight
2. **VP of Sales & Marketing**
   * Project approval and executive representation
3. **Director of Sales**
   * Establish sales strategy for the website project
   * Harvest customer insight
4. **Director of IT**
   * Install monitoring and/or security software
   * Provide input during vendor selection
5. **Customer Service Manager**
   * Establish customer service goals and processes to be used when interacting with customers via the website
   * Provide response mechanism and personnel to respond to customer requests and issues

# Key Success Factors

What are the key success factors for the project (i.e. the factors that are a necessary condition for success of the project)?

* Committed team members
* Adequate resource allocation
* Adequate project time allowance
* Tolerance for intangible benefits

***How will success be measured? (Insert KPIs Here)***

* Results (unique visitors, pages/visit, bounce rate, etc.)
* Sales
* Level of interaction
* Brand Sentiment
* Successful implementation and use of monitoring tools
* Adherence to acceptable use policy while attaining objective

# Risk Identification

What are some of the risks that may be encountered during the project? Indicate high level mitigation strategies. (Note: A risk is defined as anything that could potentially affect the success of the project).

The following are a few examples of some of the risks the project may experience during a website redesign. Add and delete rows and examples as they fit to the organization.

| Risk Category | Probability | Risk | Mitigation Strategy |
| --- | --- | --- | --- |
| **Project Team Availability** | **High** | **Competing resources when implementing a multi-department project can jeopardize website redesign project success.** | * **Ensure personnel have clear directives and are fully committed to the project before it gets underway** |
| **Stability of Requirements** | **High** | **Evolving medium could mean rapid change to requirements and on-the-fly adaptation.** | * **Clarify expectations with project owners (sales, marketing, customer service), and front-line staff** |
| **Security** | **High** | **Sharing of confidential information with website redesign firm** | * **Ensure that an NDA is in place before sharing confidential information.** |
| **Lack of Adoption** | **Medium** | **Response time is critical to achieving objectives, particularly in customer service.** | * **Ensure staff is equipped with adequate monitoring tools and know how to use them.** * **Develop process for issue escalation as required.** |
| **Bandwidth** | **Low** | **An increase in bandwidth requirements to support website redesign efforts.** | * **Plan for any bandwidth requirements with IT network staff.** |

# Project Stakeholders

Project stakeholders are all of the people who have a vested interest in the project, yet are not involved in the day-to-day operations of the project.

For more information on Project Stakeholders, check out our [Website Governance Document Template](http://www.demandmetric.com/content/website-governance-document).

# Communication Plan

Provide an outline of the high-level communications plan. Specific dates are not required.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Frequency | Method | | Purpose |
| **Project Manager** | **Weekly** | **E-mail update** | * **Discuss project progress, issues, etc.** * **Preliminary metrics and evaluations.** * **Rating relative effectiveness.** | |
| **Project Manager, Stakeholders** | **Monthly** | **Meeting** | * **Provide complete project update.** * **Get feedback from the team.** * **Adjust strategy as necessary.** | |
| **Project Manager, Stakeholders, Project Sponsor** | **Quarterly** | **Meeting** | * **Outline wins and statistics from the previous quarter.** * **Review roadblocks and workarounds.** * **Evaluate resource allocation.** * **Plan for continued initiative.** | |

# Decision Rights

To support the timeline of the website redesign project and respect executive time, the project manager has decided on the following decision rights procedure:

1. Any e-mail or voicemail sent to the project sponsor that requires a go or no-go decision will specify a decision date or time within reasonable limits.
2. A non-answer from the project sponsor by the specified date or time will imply approval and the project may continue.
3. If the project sponsor does not agree or requires further clarification, he/she must contact the project manager within the specified timeline.

# Approval

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Approver Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Sponsor Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Manager Signature Date