

Website Design

Website Check List:

Company/Service Information

- ☐ Business cards
- ☐ Existing stationery
- ☐ History or profile
- ☐ Profiles of principals and executives
- ☐ Objectives, goals, mission, themes, etc.
- ☐ Recent press releases
- ☐ Articles written
- ☐ Portfolio of completed work/projects
- ☐ Customer testimonials
- ☐ Contact information (address, phone, fax, email address, business hours, driving directions, etc.)
- ☐ Employment/hiring information
- ☐ Key Employee/Management Bios

Product & Service Information

- ☐ Descriptions of products and services
- ☐ Hot products/special services

Competitor/Similar Web Sites

- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____

Sites you would like to link to:

- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____

Keywords and Keyword Phrases Relating to Your Site and Area of Interest:

_____	_____
_____	_____
_____	_____
_____	_____

- ☐ Pricing sheets
- ☐ Descriptions of products to be sold on the Internet
- ☐ Advertisements about company in Newspapers and Magazines
- ☐ Special promotions
- ☐ Special events
- ☐ Product catalogs
- ☐ Existing marketing and sales materials

Images and Media

- ☐ Company logo (original graphics in digital format if possible)
- ☐ Photographs of products
- ☐ Images related to products and services
- ☐ Photographs of company building(s)
- ☐ Photographs of principals/executives
- ☐ Photographs of employees and staff
- ☐ Video clips
- ☐ Sound clips

Website Design Models:

- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____
- ☐ URL: _____

_____	_____
_____	_____

Other Helpful Preparation Tips

- ☐ Spend at least 10-20 hours surfing the Internet for web sites related to your area.
- ☐ Bookmark all web sites that you like.
- ☐ Take notes about the web sites that you like and what you like about them.
- ☐ Think of at least 5 different domain names for your web site. Example "Realestate.com"
- ☐ Content is KING. Make sure that you have enough typed text for the web site. "A web page can eat up to 2 pages of typed text"
- ☐ Think about what you want to accomplish with your web site and write it down in detail.
- ☐ Have more than enough pictures digitally processed ready to go. Decide on the title graphic.
- ☐ Have a color scheme planned before starting the construction of the web site.
- ☐ Explain in detail the nature of your business.
- ☐ Plan on putting your domain on every piece of advertising that your company has; "business cards, letter head, yellow pages, etc..."