



**Golden Age Media**

## Planning for your Website

Website Checklist

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## **Web Site Design Planning Checklist**

### **Web Site Design Marketing Objectives**

What is your primary objective with the site?

- An Information Business website?
- An eCommerce website?
- Establishing your credibility
- Offering customer service and support
- Communicating company identity or branding

Comments:

### **What are your secondary objectives?**

- Search engine friendly?
- Generate repeat traffic?
- Encourage visitors to recommend it to others?
- Create an online community.
- Increase customer loyalty?
- Encourage visitors to stay and visit many parts of the site?

Comments:

### **Target Audience**

- Who is your target audience?
- What is your target audience looking for?
- What questions are your customers constantly asking you (FAQ's)?
- What can we include that would WOW your customers?

Comments:

### **Web Site Design Look and Feel**

- Have you seen any sites that you would like to model yours after? Or site designs to avoid?
- What do you like about those sites?
- What colors do you prefer for the site?
- What image the site should convey?
- Home page design: three column tabloid, two column information or splash screen?
- How wide do you want your site design to be?
- Do you want your pages to be easily printable or do you want to offer PDF files of information rich pages?
- Vertical or horizontal navigation bar preference?
- Do you want your site to use only graphics, only photos, or both?
- Are you interested in animation files?
- Do we need to take photos of you, your staff, your services, or your products?
- Do you have any vendor supplied photos or graphics you are authorized to use?

Comments:

### **Logo**

- Do you have a logo?
- Do you have a digital copy of it?
- Do you need a logo or would a stylized typeset of your company name be sufficient?
- Do you have a tag line?
- How would you describe your business in one sentence to a family member?

Comments:

### **Web Site Content**

Do you have any existing written materials we can start from?

Do you have this information electronically?

- Hard copy brochures
- Client presentations
- Customer letters
- Information flyers
- Case studies
- Customer testimonial letters
- Your resume

**What menu categories do you require? Here are some common choices:**

- Home
- Services - how many
- Product categories
- Customers
- Testimonials
- FAQs
- Forms
- Articles or other informative topics
- Pdf files to include?
- Links or resources
- About us
- Contact us

Comments:

**Search Engine Optimization**

- What search terms do you expect your customers will use to find you?
- What organizations, companies or sites can we ask to link to your site?
- What organizations, companies or sites would be valuable resources for your readers?

Comments:

**Web Site Technical Details**

- Have you registered a domain name?
- What domain name do you want?
- Do you require a 2<sup>nd</sup> Domain Name? e.g. an abbreviation of your business name.
- Have you secured hosting?
- Do you have your site access information?

Comments:

**Web site Marketing**

- Do you require an email database?
- Do you want to send our regular newsletters

Comments:

**Web Site Maintenance**

- How often do you envision updating the site?
- What content will need updating?
- Do you want to be able to update the site yourself?

Comments:

**Timing**

What is your timing for this? Beginning and finishing?