

Web Site Design Planning Checklist



Web Site Design Marketing Objectives

- What is your primary objective with the site?
 - Establishing your credibility
 - Describing your products or services
 - Completing sales transactions
 - Offering customer service and support
 - Communicating company identity or branding
- What are your secondary objectives?
 - Search engine friendly?
 - Generate repeat traffic?
 - Encourage visitors to recommend it to others?
 - Create an online community, send emails?
 - Increase customer loyalty?
 - Encourage visitors to stay and visit many parts of the site?
- How do you expect to use the site?
- Will people find you by searching or because you gave them your URL?

Target Audience

- Who is your target audience?
- Will they be accessing your site via dial up or high speed connection?
- How will you be accessing the site (connection speed and browser)
- What is your target audience looking for?
- What questions are your customers constantly asking you?
- What can we include that would WOW your customers?

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?

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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?

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 make sense for you. 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

Search Engine Optimization

- What search terms do you expect your customers will use to find you?
- What search engines will they be using?
- 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?

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Web Site Technical Details

- Have you registered a domain name?
- Have you secured hosting?
- Do you have your site access information?

Web Site Maintenance

- How often do you envision updating the site?
- What content will need updating?

Timing

- What is your timing for this? Beginning and finishing?