

Web Site Checklist

This editable 6-step checklist was designed to help you with the many decisions involved in designing a web site. Follow the steps and answer all applicable questions and you will be well on your way to owning a successful web site!

Your Name: _____

Email Address: _____

Step 1: General

1. Do you have a domain name? Yes No
If no, do you have any ideas about one? If so, what are they? _____

2. What is your company name? _____

Do you want to use the entire name on the site or just the domain name? Entire Name Domain Name

3. Do you already have a logo and other graphics to be used? Yes No

If not, do you want to have one created? Yes No

4. Have you identified a tagline? Yes No A tagline example is like "Reach out and touch someone", etc.

5. If you do have a tagline, what is it? _____

Step 2: Determine the Purpose of your Site

Size up Your competition. This simple important step will help you to determine the main purpose of your site. It will also give you an idea of what specific online features you want to offer potential clients.

Search for businesses that have web sites in the same field as yours. These businesses will be your Internet competitors and you want carefully view how they have done things. See what online services they offer. What are they charging for a similar product? What features are on their site? Do they have online payment capabilities?

List 4 of your competitor's sites:

1. _____

2. _____

3. _____

4. _____

Your next step is to figure out what exactly you want your web site to do for your business. Is its purpose to sell your products directly over the Internet? Or maybe you just want to advertise your "brick and mortar" business to increase brand awareness. Do you want to start an online community where people can interact with each other? Perhaps you are just wanting to collect leads for business to business sales with an e-mail form? List a brief description below:

Who is your intended audience? _____

Are they regional, industry specific, company size specific, etc.? _____

Describe your ideal client and tell us about any specific attributes that they would want or expect in your website. Remember you are building your site for your visitors and what they want and need.

Step 3: Online Transactions

If you want to take online transactions on your site, you will have to determine many more characteristics.

- What are you selling or soliciting? _____
- How many products are you offering? _____
- Do you need or want to take donations on-line? Yes No
- Do you want to sell gift certificates on-line? Yes No
- Do you need or want to take coupons or code discounts? Yes No
- Are you selling real products, digital products or a service(s)? _____
- How will you be shipping real products - UPS FedEx US Postal Service Other
- Are shipments based on weight, destination, percentage of sale, flat fee? _____
- What are those charges? _____

- Will you be selling to other countries or just inside the United States? Yes No
- Do you need to charge sales tax? Yes No If yes, State? _____ Percent _____
- Will you need tracking numbers for shipments? Yes No
- Do you have different options for each product, like color - red, blue, green, yellow, etc.? Yes No
- Will you need to take recurring billing payments? Yes No
- Do you need to collect a one time or start up charge in addition to recurring billing? Yes No
- If so what is the amount for one time charge? _____
- Do you need special shipping instructions from customers? Yes No
- Do you need a special instruction page that pops up after purchase is complete? Yes No
- Will you need a customer database on your site? Yes No

- Do you have an account for a payment gateway like 2CheckOut or PayPal? Or do you have a Merchant Account that uses a gateway like VeriSign? Yes No
If yes, which one do you have an account with? _____

Step 4: Special Added Features

Determine what kind of features you would like to add for your visitors.

Here is a list of a few popular features that you may want to consider:

- Do you intend to provide a call to action - fill out a form, be added to a mailing list, take a survey, etc? Yes No

Describe: _____

- Animations or flash movies. Yes No
- Discussion forums. Yes No
- Guest book. This is a good idea for a personal site. Yes No
- Photo displays. There are many, many ways to display photos on your site - everything from a photo gallery upload like Copper Mountain to a flash photo slideshow. Yes No

Describe _____

- Put a "refer this site" script on your page. Yes No
- Banner rotation scripts. (Usually used for affiliate programs or cross linking) Yes No
- Chat-rooms, or instant chat. These are a great idea if you want to have online customer service. Check out Humanclick.com or others online. Yes No
- Other _____

Step 5: Organize Your Site

Decide how many pages your web site will need, what will those pages should be called, and what information you want on them?

This is very much like creating an old fashioned outline with sub headings. Of course you do not have to have sub headings or sub navigation. Remember, simple is usually better, ensuring that is easy for your visitors to find their way around.

Create the outline and then fill in the pages in a text editor like Microsoft Word or Edit Pad. Please do not use Publisher or other lesser known programs. We may not have compatible programs to read it.

See an example below:

1. Home
2. About Us
 - o History
 - o Management
 - o Customer Service
3. Products
 - o Rings
 - o Necklaces
 - o Bracelets

- Earrings
 - Resources
4. Contact Us

Step 6: Determine the “Look and Feel” of Your Site

Your web site will be representing your business. It should be more than just an online flyer or advertisement. Your visitors should feel comfortable with the navigation. Web pages should be organized, well written, and attractive. Never annoy your visitors by putting up pop up or pop under ads, flashing banner ads, or scripts that won't let your visitors leave your page.

The colors in your site should be appealing and non offensive. Try to pick colors that compliment each other and are easy on the eye. Also may sure that contrast of the page and type makes it easily readable. Use brighter colors to “sell” (or at least bring attention to) specific areas.

Keep navigation simple, neat and consistent. Too many scripts and animation can often be annoying and distracting, especially for returning visitors. Too much can also affect time it takes to load.

1. Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?

2. Do you have any ideas about the colors to be used, and colors you don't like? Please provide example sites.

3. Do you have an intended website screen size – 1024 x 768, 800 x 600, or stretch to the entire width of the screen? We urge you to optimize for 1024 x 768 with a small margin on the left and right.

4. If the site isn't the entire width of the screen do you have a preference for left or center alignment? Left Center
5. Do you have a horizontal or left-side vertical preference for the main navigation? Horizontal Left-Side
6. Do you have existing business cards or other printed material we need to match? Yes No
7. Do you have custom artwork or photographs in digital format or ready to scan when we start work? Yes No