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Affordable Web Design

Web Design Planning Check List

The first step in planning a website is creating a "blueprint". No matter who designs your website, some preliminary work is needed to organize your thoughts, ideas, & physical documents in order to get your site up & running as quickly & easily as possible.

As you complete this checklist, gather all pertinent items containing the information you wish to include & place together in a folder. When you have completed the worksheet & collected all necessary items, you will have a great start on your website!

GENERAL BUSINESS INFORMATION	
OFFICIAL BUSINESS INFORMATION TO BE INCLUDED ON WEBSITE:	
Name (Include Inc, LLC, etc?)	Email Address
Address	Do you need to include directions or map for customers to find your place of business?
Phone #	Fax #
Do you want to include individual contact names, job positions, phone extensions?	Other information to include:

WEB SITE DESIGN MARKETING OBJECTIVES			
✔	**WHAT IS YOUR PRIMARY OBJECTIVE WITH THE SITE?**	✔	**WHAT ARE YOUR SECONDARY OBJECTIVES?**
	Describing your products or services		Online community, send emails, newsletters?
	Completing sales transactions		Increase customer loyalty?
	Offering customer contact, service, & support		Customer Log-In & Access?
	Communicating company identity or branding		Other:
	Other:		Other:
Do you and/or your employees expect to use the site yourself? How?			

TARGET AUDIENCE
Who is your target audience & what would they be looking for?
What questions are your customers constantly asking you?
What can we include that would WOW your customers?

WEB SITE DESIGN LOOK & FEEL
Any sites you have visited that that appeal to you & would be a good model for your site?
What do you like about these sites?
Preferred color scheme for your site?
What image should the site convey?
Do you want your site to utilize graphics, photos, documents, audio files, or video files?
Do you have photos of you, your staff, your services, or your products that you want to use?
Do you have any vendor supplied photos or graphics that you are authorized to use?
Any sites or site features that you absolutely do not like & wish to avoid?

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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 tagline? (A tagline is Nike -- "Just Do It.") How would you describe your business in one sentence to a family member?	

WEB SITE CONTENT				
DO YOU HAVE ANY OF THE FOLLOWING EXISTING WRITTEN MATERIALS THAT WE CAN USE TO GET STARTED?				
Do you have any of this information electronically?	Hard Copy	✔	Electronic (Digital)	✔
Business history & overview				
Brochure				
Informational flyer or newsletter				
Client presentations				
Customer testimonial letters				
Mission Statement				
Photos				
Other				

✔	WHICH OF THESE MENU CATEGORIES MAKE SENSE FOR YOU?		✔
	Services - how many	Articles or other informative topics	
	Product categories	Links or resources	
	Customers or Customer Log-In	About us	
	Testimonials	Contact us	
	FAQs (Frequently Asked Questions)	E-Commerce (Buy products)	
	Forms	Other:	
If each menu category constitutes a page of the website, how many pages do you feel you will need?			

E-COMMERCE (SALES TRANSACTIONS)	
Do you intend to complete sales transactions from your website?	
How many items do you anticipate having in inventory at one time?	
How often would the items be changing?	
Do you have a photo, description, & price determined for each item?	
Do you anticipate full-blown online e-commerce? Or would a paypal account be sufficient? (More cost efficient for small inventory of items.)	

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WEB SITE TECHNICAL DETAILS
Have you registered a domain name or have a domain name in mind along with second, third choices?
Have you secured web hosting? If not, do you have a certain web host in mind? (Local or a web host that someone has recommended to you?)
If you already have a domain name or web site, do you have your web site access information? (Username & password)

SEARCH ENGINE OPTIMIZATION	
What specific words or search terms do you expect your customers or potential customers would use to find you?	
What organizations, companies, or sites could be asked to link to your site?	
What organizations, companies, or sites would be valuable resources for your readers?	

WEB SITE MAINTENANCE
How often do you envision updating the site? (Daily, weekly, monthly, quarterly)
What content will need updating?

TIMING
What is your timing for this project?
Beginning & finishing?

COSTS INVOLVED	
ARE YOU AWARE OF THE COSTS INVOLVED IN CREATING & MAINTAINING A WEB SITE?	
Domain Registration Fee:	($10+ per year)
Web Hosting Fees:	Monthly Fee ($10+) -- Initial Start-Up Fee for some Web Hosts
Web Design Fees:	Initial Cost ($150 & up)
E-Commerce Fees	Varied

MISCELLANEOUS
Any other thoughts, ideas, comments that you have in mind for your website that have not been covered?