

Purpose

What is the primary objective you want your site to accomplish?

- Have a "web presence" to assure internet savvy clients that your business is legitimate and technologically up-to-date.
- Use the site as a way for new customers to become aware of the services you offer and to find you or contact you.
- Use the service to advertise your products and/or services.
- Use the site as a sales tool and conduct business transactions over the internet.

Client Profile

What best describes the clients/customers you hope to attract your web site.

- | | |
|---|---|
| existing or new clients | general public or specific target group |
| members of a certain professional field | age range |
| level of internet use & expertise | local or non-local |

When searching the internet for a business such as yours what search words would they be likely to use?

What informational or entertainment web sites are your clients likely to visit.

What trade magazines do your clients frequently read?

What form of advertising are you currently using to attract clients/customers and how effective is it?

Elements

Do you have a logo or a graphic treatment of your business name that you use for advertising? Do have this available on a digital file?

Do you have photos of your business and products you would like to use or would you need some taken?

Do you have associations or organizations you would like represented on your site? If so do you have access to digital logos for them?

Does your business have a color scheme which should be used on the site?

Do you know of other web sites that have a look similar to what you would like for your site?

Will you be wanting to use animations, pop-ups, interactive forms or any other special elements.

Will you be needing to update some of the web site content yourself from your location?

Will you be selling advertising space on your site?

Will your site need a password to enter all or part of the content?

Hosting

Do you currently have a Web Host for your site? If so how many megabytes of space do you have ?

Do you have a domain name registered? If not do you have some ideas of what you would like to use?

Do you plan to conduct e-commerce on your site, will you need a merchant account and/or shopping cart?

Will you be asking for confidential information and need a secure site for that purpose?