

**Business Solutions Center  
Web Design Checklist**

<b>WEB SITE MARKETING OBJECTIVE!</b>	
<b>What is your primary objective with the site?</b>	<p><b>Website Marketing Objectives</b> Take some time now and think about what your marketing objectives are for the web site and how you want to use it. Identify your target audience and how they will be accessing your site.</p> <p>Designing for dial up customers presents a different set of constraints than designing for the high speed connections of business users. This impacts the color pallet, the file sizes, and the use of animation.</p>
Establishing your credibility	
Describing your products or services	
Completing sales transactions	
Offering customer service and support	
Communicating company identity or branding	
<b>What are your secondary objectives?</b>	
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?	
<b>Target Audience</b>	
Who do you want to see your site?	
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?	
<b>WEB SITE LOOK AND FEEL</b>	
Have you seen any sites that you would like to model yours after?	<p><b>Website Look &amp; Feel</b> What image do you want to convey? Professional? Whimsical? Newsy? Have you seen other sites that look like what you want? Site layouts typically fall into three categories: three column tabloid, two column information or splash screen.</p> <p>The three column tabloid is meant to look like a newspaper or newsletter. One column is for navigation, one for content, and the third for events. This design construct is perfect for organizations with a lot of information to organize and present.</p> <p>The two column information site design is appropriate for most businesses. Often a narrow column contains the menu or a graphic and a wider column contains the content of interest.</p> <p>A site with a splash screen is one where the home page starts with a static or animated graphic that must be clicked on to get to the rest of the site. Some site owners believe that this makes them look more sophisticated. Some users consider it an annoyance. And some marketing and web site design usability specialists consider this as just one more obstacle between the user and what they are looking for. You decide. Read more about splash screens and web site design.</p> <p>You also want to consider the positioning of your menu. Horizontal or Vertical? The horizontal menu allows you to present more content. The vertical menu allows you more flexibility in adding menu items.</p>
Have you seen any 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 offer PDF files?	
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?	
<b>Logo</b>	
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?	

**Business Solutions Center  
Web Design Checklist**

<b>WEB SITE CONTENT</b>	
Do you have any existing written materials we can start from?	<b>Website Content</b>
<b>Do you have this information electronically?</b>	Think about what information your customers are expecting to find at your web site. What questions do you regularly answer that would be valuable information for your site? The writing is the most important part of the web site design process. You can greatly speed this up by thinking of the content categories. Then find the material you already have.
Hard copy brochures	Your existing material might come from hard copy brochures, client presentations, customer letters, information flyers, case studies, customer testimonial letters or your resume. Armed with this information, we can help you organize your content into intuitive categories for your users and draft easy to read compelling content.
Client presentations	You want your readers to easily understand your content. So we use a conversational writing style. Concise. Specific. Informative. And free of jargon. We follow writing guidelines described by Robert Bly. Read his entertaining review of web site writing.
Customer letters	*We can create your content if you prefer, however we will need you to provide some basic information. We do charge separately for copywriting - it is not included in the design price
Information flyers	
Case studies	
Customer testimonial letters	
Your resume	
<b>What menu categories make sense for you? Some common choices:</b>	
Home	
Services-how many?	
Product categories	
Customers	
Testimonials	
FAQs	
Forms	
Articles or other informative topics	
Puff files to include?	
Links or resources	
About us	
Contact us	
<b>TECHNICAL DETAILS</b>	
Have you registered a domain name?	
Have you secured hosting?	
Do you have your site access information?	
<b>WEB SITE MAINTENANCE</b>	
How often do you envision updating the site?	
What content will need updating?	
<b>TIMING</b>	
What is your timing for this?	
Beginning and finishing?	
<b>SEARCH ENGINE OPTIMIZATION</b>	
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?	
<b>SEO - Search Engine Optimization</b>	
Do you plan on people finding you by giving them your web site address or by searching for you online? Will your site be key to your word of mouth business? Or are you expecting to increase sales through web traffic? If you want to drive traffic to your site to increase sales, we need to consider this in the site design and content development.	
Search Engine Optimization is the art and science of designing a site and its content to be found by search engines. Site optimization begins by identifying what search terms your prospective customers would use to find you. Then we see how we can provide content that includes those terms. We need to understand this before we start writing.	
Search engine results are greatly improved when you provide valuable links to other sites for your readers. And when other sites identify your site as a valuable resource by linking to you. Think about what sites you can link to and solicit links from.	
A word of warning: Search Engine Optimization involves refining your site against an ever changing list of criteria (106+ criteria in the Google algorithm alone). Your competitors are always improving their sites as well. These two dynamic forces mean that no guarantees can be made. Results take time. We will do our best to maximize your page ranking.	