

Your website has all sorts of possibilities. The following information and lists will help in getting started in planning your new site.

Ok so where do you start?

In today's business climate companies are rapidly turning to the internet to help "grow" their business.

Of course the big question is who should build and maintain the site. Several companies have the luxury of an "IT" department, some companies rely on outsourcing to a web design company, More recently, the DIY cookie cutter point and click programs have cropped up. Most companies who are serious about their web site will contract with a professional web site development company. For those who just want "something" on the net, the point and click cookie cutters companies will fill their needs. We caution those opting for this kind of program. There are several hidden cost that could end up costing more than that of a professional web development company. Something for nothing is worth nothing!

So let's get started....

First and foremost you should be asking; *Do I need a web site?* About 15% of web site inquirers really do not need a site or if they do need a web presents it's usually just for location information and is best served by one of the DIY programs and not the services of a professional web site development company.

Discovery

1. List three website addresses that you have found that best demonstrate the type of site you would like designed for your business. These addresses can be from a related or separate entity from your business. Areas to take into account are its navigation, layout, topics to include, amount of content on a web page and site as a whole, its graphics and overall functions.

Site 1: _____

Site 2: _____

Site 3: _____

2. Do you have your text content already created in print or computer generated form? Yes _____ No _____

Any text content you may have about your company or messages will greatly determine that the correct information is presented in the quickest manner possible. Content from business plans, brochures, employee manuals, handbooks and previous advertising are all great sources to use. This is the most important aspect of establishing your presence in the shortest period of time possible. Especially if it can be presented to us in computer .txt format on cd or flash drive.

3. Do you have desired images in print or computer generated form? Existing photographs and artwork from previous advertising are good sources.

(If yes, do you own the copyright?) Yes _____ No _____

4. Do you currently have a rough copy of a computer-generated logo that can be emailed or a version that can be mailed to us in either print or electronic form Yes _____ No _____

5. Will you want graphics work created for your website? Yes _____ No _____

6. How soon will you need the website work completed? 1-3 days within a week within 10 days Within a month etc.

7. What is your company's current color scheme? List up to three colors that best encompass your company's current logo or decor theme. If you currently do not have one, what colors would you like used? Try to be as specific as possible with your color description if you happen to know what it is (e.g. Rosemary Red instead of just Red). We will be happy to supply color combinations that render well on the internet at your request.

Color 1 _____

Color 2 _____

Color 3 _____

8. How would you describe the business image you project? Click all that apply:

Conservative _____ Contemporary _____ Industrial _____

Antique _____ Modern _____ Comfortable _____

Aggressive _____ Fast-Paced _____ Easy Going _____

Other _____

9. What information areas would you like presented in your site?

- | | | |
|-----------------------------------|--------------------|--------------------------|
| Home (default) | Articles Archive | What's New |
| Products Offered | Services Offered | Sales Info |
| About Us | Calendar Of Events | Employee Handbook |
| Product Support | Service Support | How To |
| Product Info | Company Directory | Tips & Tricks Procedures |
| Locations/Directions Contact Info | | |

10. What functional components would you like included in your site? (If you are unfamiliar with some of these terms, we will discuss them later.)

- Forms
- Catalog (E-Commerce)
- Adobe PDF Documents
- Search Engine
- Java
- Animated Graphics
- Youtube®

Page Suggestions

YES

Guest book: *An interactive from.*

Your guest can add remarks or just let you know they were there

Interactive forms: *Your database builder.*

Lets your visitor respond to questions or leave valuable information for use in quotes etc.

e-newsletter: *Keeps your name in front of your clients.*

Whether you include it in your web site or as part of an email program. A great way to get the word out about upcoming events or directing folks to your web site. Works very well in "backend sale" and up-sale situations.

E-zines, E-books, E-courses: *Establishes you as an expert in your field.*

Properly planned these programs can build your business and increase value to your company.

Donation page: *Ideal for fundraising activities and other events.*

A secure way to generate funds for your organization.

Links page: *You link to other sites and they reciprocate.*

An excellent way to promote your site and cross promote other sites

Picture album:

Share photos

Message forums Page:

An excellent way to let members and others discuss subjects relating to your site.

Mini polls: *A fun way to take the pulse of your visitors.*

Also an excellent way to cast an online vote for business matters.

Contact page: *A must for every web site.*

Provide important information on Mailing address, maps, and contact numbers. This is a quick reference.

Chat room page: *Get the pulse of your visitors, clients and organization members.*

This is a "live" room. Subjects abound!

FAQ page

This is a great page for your visitors to get the answers to their questions.

Commerce Pages: *Your online store!*

You can sell your products on this page. (Requires separate programming)

Password protected pages: *Can only be viewed by using user and password combinations.*

Excellent for secure discussions, forms, information etc.

"About Us page": *This page allows the visitor to learn about the company they are dealing with*

Company mission statements, staff, Officers brief descriptions. Pictures can also be included.

Additional Pages or Ideas? Give us a call and we will be happy to discuss your new site.

What kind of site?

- **Static site** Strictly for information, education and presentation. No visitor feedback, no client participation. This kind of site would be used for meetings and data transfer.
- **Interactive site** These are the most common sites. All of the items found in a static site plus Visitors can take action, respond to pages etc.
- **Commerce site** This would be your Yahoo store or shopping site. Designed for the purpose commerce.
- **Combination** This is the most popular choice.

Site Management

- **In -house** Your staff maintains the day to day up dates and site maintenance (code changes and updating) Web browser submissions etc.)
- **Contracted** Sometime more economical for the company to contract the management of the site to a web site development company. Faster update times. .