



■ ESTABLISH YOUR VISIBILITY ON THE WEB! ■

■ WEBSITE DESIGN INFORMATION CHECKLIST ■

■ **Company Information**

- Business cards
- Company stationery
- Company history or profile
- Company slogan
- Key Employee/Management Biographies
- Recent press releases
- Company objectives, goals, mission, themes, etc.
- Articles written about company
- Portfolio of completed work/projects
- Customer testimonials
- Employment/hiring information
- Contact information (address, phone, fax, e-mail address, business hours, driving directions, etc.)
- List of affiliations and professional organizations.
- Copies of brochures, catalogs or pamphlets

■ **Product & Service Information**

- Descriptions of products and services
- Hot products/special services
- Pricing sheets
- Descriptions of products to be sold on the Internet
- Advertisements about company in Newspapers and Magazines
- Special promotions
- Special events
- Product catalogs
- Existing marketing and sales materials

■ **Design Models:**

- www. _____
- www. _____
- www. _____

■ **Competitor Web Sites:**

- www. _____
- www. _____
- www. _____

■ **Affiliate Sites:**

- www. _____
- www. _____
- www. _____

■ **Keywords and Keyword Phrases Relating to Your Business:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

■ **Images and Media**

- Company logo (original graphics in digital format if possible)
- Photographs of products
- Images related to products and services
- Photographs of company building(s)
- Photographs of principals/executives
- Photographs of employees and staff
- Video clips
- Sound clips

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■ Other Helpful Tips

- Spend a few hours surfing the Internet for web sites related to your business.
- Bookmark web sites that you like.
- Take notes about the web sites that you like and what you like about them.
- Think of at least 5 different domain names for your web site. Example "mybusiness.com"
- Think about what you want to accomplish with your web site and write it down in detail.
- Plan on putting your domain on every piece of advertising that your company has; business cards, letterhead, banners, yellow pages, etc.
- Explain in detail the nature of your business.
- Make sure that you have enough typed text for the web site. Have your keywords and key phrases repeated in your text.
- Have a color scheme planned before starting the construction of the web site.