



Website Checklist

Please fill what information you want to be integrated into your site

Company Information

- Business cards
- Company stationery
- Company history or profile
- Profiles of principals and executives
- Company objectives, goals, mission, themes, etc.
- Recent press releases
- Articles written about company
- Portfolio of completed work/projects
- Customer testimonials
- Contact information (address, phone, fax, email address, business hours, driving directions, etc.)
- Employment/hiring information
- Key Employee/Management Bios

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

Competitor Web Sites

- URL: _____
- URL: _____
- URL: _____
- URL: _____
- URL: _____

Sites you would like to link to:

- URL: _____
- URL: _____
- URL: _____
- URL: _____
- URL: _____

Keywords and Keyword Phrases Relating to Your Business:

Other Helpful Preparation Tips

- Spend at least 10-20 hours surfing the Internet for web sites related to your business.
- Bookmark all web sites that you like.
- Take notes about the web sites that you like and what you like about them.

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

Website Design Models:

- URL: _____
- URL: _____
- URL: _____
- URL: _____
- URL: _____

- Think of at least 5 different domain names for your web site. Example "Realestate.com"
- Content is KING. Make sure that you have enough typed text for the web site. "A web page can eat up to 2 pages of typed text"
- Think about what you want to accomplish with your web site and write it down in detail.
- Have more than enough pictures on 4x6 or higher photo paper ready to go.
- Have a color scheme planned before starting the construction of the web site. Example, Company color or our graphic department will assist.
- Explain in detail the nature of your business.
- Plan on putting your domain on every piece of advertising that your company has; "business cards, letter head, yellow pages, etc..."