



Kristie T's Website Planning Checklist
by Kristie Tam Sevicius of www.BrandingontheNet.com

Use this checklist to plan your website. If you give this to your web developer, it will help them understand your business needs.

Name _____

Company Name _____

Address _____

Email _____

Phone _____

Fax _____

What is the primary purpose of the web site going to be?

- a) Online Store where products is sold real time online
- b) Online brochure to inform the customer about our company and services we offer
- c) As an online community
- d) Other

What is the nature of your business?

- a) Products
- b) Author/Speaker Web Site
- c) Services

Who is the audience for this web site? Corporate or consumer

Do you have a domain name yet?

Where did you purchase your domain name from? (GoDaddy.com, Network Solutions, Register.com)

What is your username and password?

Username:

Password:

Do you need web hosting?

If you currently have a web host, what's your:

IP Address:

Username:

Password:

What domain names were you thinking of?

- 1)
- 2)
- 3)
- 4)
- 5)

Did you want the .com , .net, .org or another extension?

What level of assistance do you need in development?

By knowing in advance how much and what kind of help your project requires, you can confirm that the developer you are considering can (and will) provide the level of service you need.

Full site design & concepting?

Have concept and text, I just need it created in to HTML pages

Just need some new graphics and a web site makeover

What is your budget for the web site?

What is your goal for project completion?

What pages do you think you would need for the web site?

- | | |
|---|---|
| <input type="checkbox"/> Home | <input type="checkbox"/> Directions |
| <input type="checkbox"/> About | <input type="checkbox"/> Contact |
| <input type="checkbox"/> Meet our Staff/Partners | <input type="checkbox"/> Online Store |
| <input type="checkbox"/> Client List | <input type="checkbox"/> Customer Service |
| <input type="checkbox"/> Site Map | <input type="checkbox"/> Privacy Policy |
| <input type="checkbox"/> Products | <input type="checkbox"/> Chat Room |
| <input type="checkbox"/> Services | <input type="checkbox"/> Bulletin Board |
| <input type="checkbox"/> Keynotes and Programs | <input type="checkbox"/> Pop up page |
| <input type="checkbox"/> Appearances Schedule | <input type="checkbox"/> Thank you page |
| <input type="checkbox"/> Meeting Planners Area | <input type="checkbox"/> Forms |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Database Work |
| <input type="checkbox"/> Media Kit | <input type="checkbox"/> Javascript |
| <input type="checkbox"/> Publicity Photos | <input type="checkbox"/> Flash |
| <input type="checkbox"/> Sample Interview Questions | <input type="checkbox"/> CGI Programming |
| <input type="checkbox"/> Segment Ideas | |
| <input type="checkbox"/> Newsletter | |
| <input type="checkbox"/> Newsletter Archives Menu | |
| <input type="checkbox"/> Newsletter Archives | |
| <input type="checkbox"/> FAQ | |
| <input type="checkbox"/> Resources/Links | |
| <input type="checkbox"/> Bookstore | |
| <input type="checkbox"/> Teleclasses | |

Do you have an existing logo you'd like to use?

Will you be adding product photos or a photo of yourself to the web site?

If so, how many pictures do you anticipate using and what format will you provide it in?
(hard copy that needs to be scanned, digital?)

Do you have a merchant account with real time processing?
If not, would you like me to recommend a service?

What color schemes and hues did you have in mind? (primary colors, pastels, neutrals, subdued colors)

What corporate feel would you like the web site to have?

- a) High tech
- b) Celebrity type High Power High Visibility
- c) Friendly
- d) Naturalist
- e) Serious Professional Corporate
- f) Forward Minded Futuristic
- g) Theme oriented

List the URLs of some web sites you like the look of and tell me WHY you like them?

List the URLs of some competitive web sites.

What do you think the key selling points are in your industry?

Who is your target audience? (age, man/woman, occupation etc)

Why do you think your product will appeal to them?

Where does the majority of your business come from?

- a) Local
- b) National
- c) International

What specific individual products/services does your company offer?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

List 15 words that you think people would use to find you in a search engine.

- 11)
- 12)
- 13)
- 14)
- 15)
- 16)
- 17)
- 18)
- 19)
- 20)
- 21)
- 22)
- 23)
- 24)
- 25)

Do you have a company slogan or motto?

Will you need assistance writing sales copy?

If so, please provide me with the following:

Any sales letters or brochures you may have that show how you market your product
Your resume or anything that describes your corporate experience, accomplishments, education, interests, affiliations, and a short blurb about your personal life

What is your title?

How long have you been in this industry?

Who is your ideal client and why?

What is your specialty/area of expertise?

What is your brilliance?

Who are you? Tell me about the real you.

What experiences have you had that make you so great at what you do?

Tell me your story, how did you get in to business?

What can a customer expect from doing business with you?

Tell me about the results you have helped other clients to produce with your product or service?

What is your corporate mission?

What is your life philosophy?

What are your proudest accomplishments?

What motivates you?

Do you have any quotes that particularly express your views or really touch you?

Do you have any client testimonials? If not, could you ask for some?

Anything else you'd like me to know about you?