



Checklist for Building a Website Part I

December 23, 2009 (rev.)

Starting a Website is much like life....there are a lot of choices to make. Therefore, please review the following topics and be prepared to discuss all those applicable at our next meeting.

Overall Purpose

Why are you doing this? Just what are you hoping to accomplish?

What are Your Business Goals?

- What do you want your website to do for your business (i.e. educate or train clients, act as a billboard or brochure, interact with your customers or prospects)?
- Do you want your Website to generate leads or make direct sales?
Make information available? Answer frequently asked questions?
- What do you want visitors to do when they visit your site? Buy something? Contact you if interested? Sign up for e-mail list? Sign up for a newsletter? Participate in a discussion forum?
- Where do you see your site evolving to in five years? (Optional)

Business Structure

Do You Have A Current Website:

- Who is your ISP (Internet Service Provider)? Are you under contract?
Do you have high speed access?
- Have you registered a Domain name? If yes, with whom?
If not, do you want a 'public' or a 'private' listing?
- Who is your current website host? Are you under contract?
- Will you need technical support for the Website?
- Do you anticipate a lot (define a lot) of traffic?
- Will you anticipate heavy use of e-mails by multiple people? How many users?
- Do you accept credit cards now? Paypal?

About your business.

- Are you business to business (B2B) or Business to Consumer (B2C)
- Is yours a technical business? Professional? Educational?
- Do you have a physical location or do you operate from your home?
- What services or products does your business provide?
- Are you part of or affiliated with a larger organization?
- Do you have an established brand, logo, fonts, color scheme?
- Is your business local or do you/can you operate in a larger geographical area?
What area if larger?
- What makes your business unique/different?

Software/Computer Skills:

- Can you use Word processing software (i.e. Word, Open Office)?
- Do you have or do you need software to publish?
- Do you know what HTML coding is? If not, are you willing to learn some of it?
- Do you know how to transfer files from one folder to another folder on a computer?

Budget/Timing Concerns:

- Do you have a budget in mind? Any idea of the cost?
- When do you need want the Website active?

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