



Checklist for Building a Website Part II

Site Structure/Content

Construction:

- How many pages do you anticipate now? In the future?
Can you please make a list of what pages there should be on your site:
- Now arrange the pages in a chart form such as an organization chart or family tree using sticky notes on a large piece of paper.
- Can you write copy for these pages? How quickly?
- Do you need an e-commerce (shopping cart)?
- Will you need to accept PayPal or to process credit cards?
- Do you need special graphic art? Flash banners? Javascript? Adobe? Or other 'pizzazz' add ons?
- Appearance – Traditional Website without sidebars, Blog layout (one or two sidebars), photo display pages?

Communications with customers and clients:

- Will you write an email newsletter?
- Do you have an email list now? How many names are on it?
- Will you be 'harvesting' email addresses?

Writing/Copywriting skills:

- Who will write the content (text) for your site?
- Have you ever written a Blog? Do you know what a business blog is?
- Have you ever written a press release?
- Can you generate an Adobe pdf file of your copy?
- Do you participate in any social networking groups (Facebook, LinkedIn, Twitter, MySpace, etc.)?
- Do you participate in any forums or discussions in social networking?
- Do you subscribe to any email newsletters?
- Any special industry jargon? Acronyms?

Graphic Arts:

- Do you have digital/graphic arts skills? Working knowledge of Paint, PhotoShop or similar type programs?
- Will you need to add graphics, photos or videos to the site?
Do you have a digital camera? Video camera? Scanner?
Do you have experience with photo manipulation, movie making or slide show software?
- Who else may work on your site?

Time Commitment:

- How much time can you spend on a daily average?
- Who will do updates/maintenance?
This means adding or changing content, pictures, changing contact lists, adding email accounts, changing copyrights, redirects, file transfer to the server....
- Who will receive and answer emails?

Sales/Marketing

Target Marketing:

- Who is your target audience? Customers? Clients?
- How will your product or service benefit them?
- Knowing what you know about your business, if someone were to search for your business on the Internet, what words would he/she enter into the Search box?

Competition:

- Who are your three toughest competitors?
What makes you better than your competition? What do you do differently?
- What are your competition's Website (urls) addresses?
- What do you wish you could do that your competition currently does?

Industry/Professional Websites:

- What are some websites (url's) you like in your industry?
- How about sites (url's) you like not in your industry?
- Do your suppliers have Websites?
- Any friends or family members with Websites?
- Do you belong to any organizations with Websites?

Affiliate Marketing:

- Do you want to sell products or information from other complimentary sources?
- Get commissions from places like Amazon for directing people to their sites (i.e. books, tape, gear, etc.)?
- Google ad words?

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