Web Site Design Planning Checklist

Web Site Design Marketing Objectives
• What is your primary objective with the site?
- • o Establishing your credibility
- • o Describing your products or services
- • o Completing sales transactions
- • o Offering customer service and support
- • o Communicating company identity or branding
- • • What are your secondary objectives?
- • o Search engine friendly?
- • o Generate repeat traffic?
- • o Encourage visitors to recommend it to others?
- • o Create an online community, send emails?
- • o Increase customer loyalty?
- • o Encourage visitors to stay and visit many parts of the site?
- • How do you expect to use the site?
- • Will people find you by searching or because you gave them your URL?

Target Audience
- • Who is your target audience?
- • Will they be accessing your site via dial up or high speed connection?
- • How will you be accessing the site (connection speed and browser)
- • What is your target audience looking for?
- • What questions are your customers constantly asking you?
- • What can we include that would WOW your customers?

Web Site Design Look and Feel
- • Have you seen any sites that you would like to model yours after? Or site designs to avoid?
- • What do you like about those sites?
- • What colors do you prefer for the site?
- • What image the site should convey?
- • Home page design: three column tabloid, two column information or splash screen?
- • How wide do you want your site design to be?
- • Do you want your pages to be easily printable or do you want to offer PDF files of information rich pages?
- • Vertical or horizontal navigation bar preference?
- • Do you want your site to use only graphics, only photos, or both? Are you interested in animation files?
- • Do we need to take photos of you, your staff, your services, or your products?
- • Do you have any vendor supplied photos or graphics you are authorized to use?

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Logo
- Do you have a logo?
- Do you have a digital copy of it?
- Do you need a logo or would a stylized typeset of your company name be sufficient? Do you have a tag line? How would you describe your business in one sentence to a family member?

Web Site Content
- Do you have any existing written materials we can start from?
- • Do you have this information electronically?
  - Hard copy brochures
  - o Client presentations
  - o Customer letters
  - o Information flyers
  - o Case studies
  - o Customer testimonial letters
  - o Your resume
- • What menu categories make sense for you. Here are some common choices:
  - o Home
  - o Services-how many
  - o Product categories
  - o Customers
  - o Testimonials
  - o FAQs
  - o Forms
  - o Articles or other informative topics
  - o Pdf files to include?
  - o Links or resources
  - o About us
  - o Contact us

Search Engine Optimization
- What search terms do you expect your customers will use to find you?
- What search engines will they be using?
- What organizations, companies or sites can we ask to link to your site?
- What organizations, companies or sites would be valuable resources for your readers?

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Web Site Technical Details
- Have you registered a domain name?
- Have you secured hosting?
- Do you have your site access information?

Web Site Maintenance
- How often do you envision updating the site?
- What content will need updating?

Timing
- What is your timing for this? Beginning and finishing?

At UBS, we hope this Free Web Site Design Planning checklist will be valuable to you. Please contact us at (813) 290-9206 for a free consultation on how we can meet your specific design needs.