

## Website Project Checklist

### Client Checklist of Needs

#### Purpose of Our Website

#### PRIMARY (and SECONDARY) OBJECTIVES (choose 2 or 3)

- Establish credibility via internet presence
- Provide service to clients / members / prospective clients or members
- Encourage visitors to recommend our business / site to others
- Community Service (not for profit)
- Sell our products online
- Create community forum / provide membership support
- Communicate company brand / image
- Drive Traffic and Generate Leads for our Business
- Entertainment
- Information for educational purposes
- Advertising or electronic commerce
- Forum to express ideas or opinions
- Other:

#### TARGET AUDIENCE

- Who are your current customers?
- Who are the prospects that you want to reach?
- What is your target audience looking for (and how did they find your site?)
- What questions are your current customers seeking to answer with your service?
- What problems do you solve for prospective customers?
- What information can you deliver to your prospects that would interest them?
- What search terms do you expect your prospects are searching for in order to find your site?

## Design Style

### What image do you want your website to convey?

- Professional
- Conservative
- Modern/ Hip (appeal to younger generation)
- Playful
- Newsy
- Other:

### Your color preferences for your site:

### Your font style preferences:

**NOTE: Fonts chosen should be "web safe"**

Web safe fonts are fonts that are almost universally available on any computer. Browsers (Internet Explorer, Firefox, Safari, etc.) can only display fonts on a web page if they are installed in that computer viewing the web page.

### Page Layout Preference (generally fall in 3 categories)

- splash screen (often used on a HOME page)
- 2 column (good for most business sites)
- 3 column tabloid (good for sites with news)

### Menu/Navigation Preference

- Vertical
- Horizontal

### Page width Preference (we recommend fixed width, page centered, between 900-980 px)

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### Sites you like - or would like to model your site after:

### What do you like about those sites?

### Sites you do NOT like / want to avoid looking like:

## LOGO

- We have a logo and will provide it in digital form
- We have a logo, and require some modification to the design
- We require a custom logo design be created for our website

## GRAPHICS

- We will provide all photos and graphics for our website
- We will provide some photos for our website
- We can not provide photos or graphics for our website
- We require custom graphics created for our website - with our specific requirements

## BRAND IMAGE

- Brand Image (We have a clearly identified brand image / color and style)
- Brand Image (We require the web designer to help us create a brand image.)

## CONTENT

- Content will rarely change after website is built
- Content will change frequently. (List pages that will change.)

## Website Type - Preferences

- Design is most important / requires custom and specific graphical look
- Client requires control and ability to manage page content and update frequently
- HTML Website Design
- Blog Website
- Joomla CMS
- Other:

## MENU Categories / Pages

- ABOUT US
- ARTICLES
- CONTACT (custom / longer email form, Google map link)
- CONTACT (basic short email form, Google map link)
- CUSTOMERS
- DOWNLOADABLE PDF FORMS
- FAQs (Frequently Asked Questions)
- HOME
- NEWS (client provides content)
- PRODUCTS - # of Pages:
- RESOURCES / RELATED LINKS (client provides links)
- SERVICES: # of Pages:
- TESTIMONIALS
- OTHER:
- OTHER:

## Features Required

- AUDIO
- BLOG / FORUM
- COMMUNITY FORUM / CHAT AREA
- EMPLOYMENT APPLICATION / RECEIVE RESUMES online
- EVENT CALENDAR
- MEMBER AREA (SECURE LOGIN AREA?)
- NEWSLETTER SIGN-UP FORM (generates email to you)
- PAYMENT ON LINE via custom shopping cart integrated to client website
- PAYMENT ON LINE via Paypal link
- PHOTO / PRODUCT GALLERY
- RECOMMEND / TELL A FRIEND email form
- SEARCH FEATURE
- SHOPPING CART with products for sale
- SOCIAL NETWORKING LINKS (twitter, linkedin, technorati, delicious, digg, facebook, flickr, feedburner)
- VIDEO
- OTHER:

## Content (text and copywriting)

- We currently have a website, we request the web designer move all existing text to our new site
- We will provide all written text to the web designer in digital form
- We have NO content/text yet developed, but will be providing this to the web designer
- We have some written content and request the web designer organize the content and make decisions on placement and layout
- We require some copywriting support to create content for our website

## Internet Hosting

- We have hosting and want to keep our site on our hosting service
- Name of current host service:
- Current cost of host service:

**NOTE:** Most small business websites should not be paying more than \$8 per month for basic hosting service (which includes email, traffic reports, etc.)

## Domain (dotcom) Name

- We have a domain name registration with this provider:
- We will move our domain registration to the host provided by the web designer ( a third party vendor)
- We will NOT consider moving our domain registration to the web designers third party hosting service

**NOTE:** Having the domain name registration and email accounts with the same vendor who is hosting your website, greatly simplifies management and assures for stability and compatibility.

Hosting/Domain Registration/Email should remain in the control of the Client, yet be with a stable and large vendor that can accommodate all platforms the web designer may be working with.

## Email

- Client will maintain current email accounts and system
- Client requires email accounts setup by Website Design Company for the new website
- Number of email accounts to setup:

## Training / Coaching for Content Management (Joomla / Wordpress Blog / other CMS)

- Client is a beginner, requires training and support
- Client has some experience, requires minimal training and support
- Client requires no training or support

## **Maintenance**

### **Long Term Responsibilities Identified**

- What pages do you require be updated regularly?
- Content kept up to date - with CMS, Client is able to keep content current
- Security: Websites can get hacked. In the event the website is hacked (hackers seek to deface the site). Identify responsibilities.
- Backup Data - Content on a CMS site (such as Joomla, or Wordpress Blog) must be backed up regularly.
- Domain Name Registration
- Hosting Service
- Email