

Website Project Checklist

Client Checklist of Needs

Purpose of Our Website

PRIMARY (and SECONDARY) OBJECTIVES (rank in order of priority - 1=top priority)

- 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 - and receive orders and payment 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
- Function as electronic brochure (or allow downloadable brochure/spec sheets)
- 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?

SEARCH ENGINE OPTIMIZATION

- How important is Search Engine Optimization (online presence in Google ranking)

MARKETING MESSAGE

- We have a clearly defined marketing message for our company/service/products
- We require marketing expertise or knowledge to help us clarify our marketing

WEB USABILITY

- We understand the basic web usability concepts and want these applied to our site
- Custom design and graphics are more important to use than web usability strategies

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)

- Custom HOME page (different layout than inside pages)
- 2 column (good for most business sites)
- 3 column tabloid (good for sites with news, lots of links, blog)

Menu/Navigation Preferences

- Business sites - Horizontal bar navigation is recommended with drop down menu
- Other:

Websites you like - or would like to model your site after:

What do you like about those sites?

Websites you do NOT like / want to avoid looking like:

Competitor websites (who are your biggest competitors online?)

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 any 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 (we require ability to edit our page content)
- Blog - We want the ability to add/write articles and blog posts

Website Platform - Preferences

- Design is most important / requires page layout and links built to our specifications
- Client requires control and ability to manage page content and update frequently
- Client's ability to easily manage the site and make changes is most important
- Budget considerations - we'll sacrifice some design features to keep our costs lower
- PHP - HTML custom coded
- CMS - Wordpress
- CMS - Joomla
- CMS - Dot Net Nuke
- 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)
- RECOMMEND US / TELL A FRIEND EMAIL FORM
- SERVICES: # of Pages:
- TESTIMONIALS
- OTHER:
- OTHER:

Features Required

- AUDIO
- BLOG - Articles Library
- COMMUNITY FORUM / CHAT AREA
- EMPLOYMENT APPLICATION / RECEIVE RESUMES online
- EVENT CALENDAR
- FORUM - Discussion Area
- 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, etc.)
- 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 copywriter 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 (.com) 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
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

- Will Client require ongoing technical support? How much? Details?
- Client will manage site and content via CMS
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 where the client is making regular changes must be backed up regularly.
- Domain Name Registration
- Hosting Service
- Email