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Get your website started.

Creating a website can be a daunting task. There are a million things to consider, tons of ideas you would like to share, words to be written, photos to be taken, it all adds up until you put off the website for another time. It has been put off so many times you hate to think about it. So, the website never gets done.

Start Small

Often, a client will have giant site in mind that is so big it never gets started. The key thing to keep in mind is, a site can always be made larger and more features added. It is better to get a small site up and running and then add to it, rather than putting off that giant, grand site, that never gets off the ground.

We have created this step by step guide to help you organize your ideas and get that site up and running so that it can help your business. You do not have to fill in all of the blanks, but the more you do, the better we can help you create your site. Sure, this may seem like a long list, just do it a bit at a time.

Grab a pencil and let's get started.

What one sentence best describes your business?

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Do you already have a logo that you use on business cards, or stationary? If yes can you supply us with a copy? If no, where can we find your logo? Building, vehicle, sign?

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Do you have any past or current brochures, advertisements or company information that can be used as a base of content for the site? If so, gather them up so we can take a look.

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Do you have any suppliers who may have images or content that can be used on the site? (Please list their contact information.)

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Are there any links you would like to have on the site?   (Suppliers, manufacturers, professional organizations, BBB, credit card logos, etc.)

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Do you want to make use of a consistent color scheme? If so, what colors?

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Pages that might be included in your website, check any or all that you might want:

❑ Home ❑ About Us ❑ Contact ❑ Products ❑ News ❑ Media ❑ Photos ❑ Videos ❑ Testimonials

Other pages than those above:_____

Are there any particular websites that you like? Why?

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Do you have photos we can use for the site? If no, list 5 photos that you consider key to showing your business. Such as: building inside and out, products, staff, etc.
Talk to us about your photos, we can help with suggestions, and/or do the actual photography.

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What words do you think a consumer would use to find your website by doing a Google search?

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What sets your business apart from your competitors? Years in business, service, quality, selection?

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If I were considering using your services or buying your products, what would you say to me to convince me that I should do business with you?

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Are there any special features you would like to have on your website? Slide Show, Video, Site Search, Forms for any purpose, link to PayPal, PayPal buy it now feature, Sell products online, Map to your location, etc.

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Additional Comments: I've tried to keep this worksheet as general as possible, but every project is unique. Please add any extra information you think will be helpful.

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