

*this is a guide to help me know what you want your website to achieve.*

#### WEBSITE SPECIFICATIONS

- 1 HOW MANY PAGES WILL YOUR WEBSITE HAVE?
- 2 DO YOU HAVE A SITE LAYOUT IN MIND?
- 3 CAN VISITORS BUY A PRODUCT OR REQUEST INFORMATION?
- 4 HAVE YOU DECIDED WHAT THE MAIN CATEGORIES OR SECTIONS WILL BE ON YOUR SITE?
- 5 DO YOU PLAN TO HAVE A SHOPPING CART, ORDER FORMS OR A CALENDAR OF EVENTS?
- 6 WILL THE SITE HAVE CONTACT FORMS?
- 7 DO YOU WANT FLASH ANIMATION ON ANY OF THE PAGES? IF SO, ON HOW MANY PAGES?
- 8 DIRECT SALES? E-COMMERCE?
- 9 DO YOU HAVE ANY VIDEOS TO USE ON THE WEBSITE? IF SO, AND ON HOW MANY PAGES?
- 10 HAVE YOU SEEN ANY SITES THAT YOU PARTICULARLY LIKE?
- 11 WHAT IS IT ABOUT THOSE SITES THAT YOU LIKE? COLOURS, LAYOUT, DESIGN?
- 12 PLEASE PROVIDE THE LINKS TO 2-3 WEBSITES THAT APPEAL TO YOU.
- 13 WHAT IMAGE WILL YOUR WEBSITE CONVEY?
- 14 DO YOU PREFER A THREE COLUMN OR TWO COLUMN LAYOUT?
- 15 DO YOU WANT A VERTICAL OR HORIZONTAL NAVIGATION BAR?

#### CURRENT RESOURCES

- A WILL YOU SUPPLY ALL ART AND COPY DIGITALLY?
- B DO YOU HAVE PHOTOS FOR SCANNING?
- C DO YOU WANT YOUR SITE TO USE ONLY GRAPHICS, ONLY PHOTOS, OR BOTH?
- D DO YOU HAVE PHOTOS OF YOU, YOUR STAFF, YOUR SERVICES, OR YOUR PRODUCTS?
- E DO YOU HAVE ANY VENDOR SUPPLIED PHOTOS OR GRAPHICS YOU ARE AUTHORIZED TO USE?
- F DO YOU HAVE A LOGO AND THE DIGITAL COPY?
- G WOULD YOU LIKE US TO CREATE A LOGO FOR YOUR BUSINESS? IF YES, WOULD A STYLIZED TYPESET OF YOUR COMPANY NAME BE SUFFICIENT?
- H DO YOU HAVE A TAG LINE?
- I HAVE YOU WRITTEN THE WEB COPY (CONTENT) FOR THE SITE?
- J WILL YOU NEED OUR ASSISTANCE IN CREATING THE WEB COPY? IF YES, DO YOU HAVE THIS INFORMATION ELECTRONICALLY?

#### COMMON MENU ITEMS

- I HOME
- II SERVICES. HOW MANY PAGES? IDEALLY, EACH SERVICE SHOULD HAVE ITS OWN PAGE
- III PRODUCT CATEGORIES
- IV CUSTOMERS
- V TESTIMONIALS
- VI FAQs
- VII FORMS
- VIII ARTICLES OR OTHER INFORMATIVE TOPICS
- IX PDF FILES TO INCLUDE
- X LINKS OR RESOURCES
- XI ABOUT US
- XII CONTACT US



#### IMPORTANT FACTORS

WHEN IS YOUR DEADLINE FOR THIS PROJECT?