

## Before we start we need to know-

Why do you need a website?

How will you use your website?

Do you already have a logo we need to incorporate into the design?

## Before we start we will need-

.com

Hosting Service

Copy

Pictures

Bio or information on your company.

Logo, Font Preferences, any other branding? Phrases?

Trademark, patent, copyright marks if you have them

Down Payment, to be discussed.

## Navigation and design should be geared to your target audience-

Gender

Age

Profession

## **What do you want people to do once they get to your site?**

Do you need a Shopping cart?

Portfolio /Gallery?

Blog?

Do you want to collect email addresses with Feedburner or Constant Contact?

## **Do you want to have promotions such as giveaways or coupons?**

## **Do you want promote your site with Social Bookmarking?**

Which ones?

## **Are you interested in Social Networking such as FaceBook or Twitter?**

How much time do you want to devote to this endeavor?

## **Do you want to**

Educate?

Entertain?

## **How often do you want to update your site?**

## **How will you promote your site?**

Search Engine Optimization ( you may need to hire a company that specializes in SEO)

Key Words(all words having to do with your product)

Key Phrase(one sentence that describes your website)

Give something away

Advertise outside of the internet

Magazines

Postcard Campaigns

Advertise on the internet

Google

Bing

Facebook

Educate

Entertain

Hire a company that specializes in SEO. We can do a little but are not experts.

**Links you want to have on your site.**