



Pre-flight Checklist

Getting Started on Putting Together Your Web Site

1. Determine a Domain Name - "your www address"
List a variety of options as some of the names may already be taken.
We suggest using a keyword in your domain name.
If you sell toys, then use something like "kidstoys.com"
2. Consider All Costs
There are (4) main areas to include in your budgeting:
Web Site Design, Hosting, Marketing, On-going Updates
3. Outline Your Content
Organize your content in 4-8 main topic areas
Under each main topic, list subcategories or ideas to be covered
Write down 5-10 "keyword phrases" that would be used by your prospects to find your type of service or products online
From these "keywords," we will assist you in determining a search optimized description
4. Gather Supporting Materials
Obtain photographs, drawings, logos, sketches etc.
A sample of current print brochures and collateral is helpful
Write your content for each section (we'll help you edit)
5. Outline Colors and Overall Style
Write down other web sites that you like
Are there specific colors you had in mind?
Describe the personality of your company
What is your company's key strategic advantage?
6. Obtain a Written Quote for Your Unique Project
7. Discuss Project Parameters and Timelines with Designer