

Web Site Development and Content Worksheet

Purpose and Goal of My Website

My web site will be used for

- Lead generation
- Completing sales
- Delivering information
- Primary marketing tool for my business

(Rank numerically from most to least important if more than one function applies.)

Hosting Needs

I have an existing web site

url: _____

host name: _____

log in: _____

password: _____

- I need to register a domain

Purchasing your domain name through a domain registrar that is not your web host may be a good idea in case you want to change your hosting later.

I will be doing the following on my site

- Posting video or audio downloads
- Using a shopping cart and completing sales
- Hosting a forum

Analysis of the Competition

These sites are my competition

My clients/customers may also visit these sites

My clients/customers expect content in these formats

- text
 - video
 - audio
 - forum/message board
 - blog
 - Other
-
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Design Needs

- I have existing marketing materials (provide examples to designer and writer)
- I have a corporate identity (provide examples to designer)
- I can change my logo and other corporate identity components
- I need everything for a corporate identity

Content

My web site needs to

- Sell product
- Generate leads
- Deliver a service
- Gather information

- I have existing content for specific pages to start from (provide to the writer)
- I have articles to include or revise for content (provide copies to the writer)

Web Site Promotion

Users will find my web site through

- Search
- Search advertising
- Offline advertising
- Other online promotion
- Ads in newsletters
- Articles in newsletters
- Ads on other websites
- Articles on other websites

Notes
