

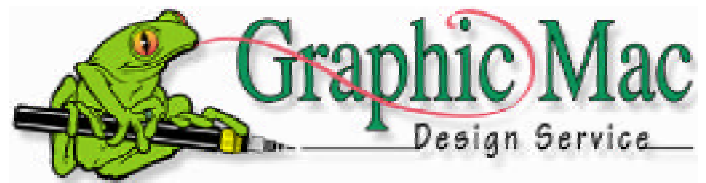
Worksheet for a Small Business Website

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This 20-question worksheet is to help you and your web designer create an effective website by understanding your specific goals.

- 1.) A brief description of your company/organization.
- 2.) Name and contact information for the person in your company who will be working on the project:
- 3.) Where will content come from? Will it be new, repurposed, or both?
- 4.) How often will you add new content?
- 5.) What types of visitors do you want to attract?
- 6.) What is the basic goal for your Web site? (e.g., branding/identity reinforcement, information to the public, direct sales, corporate communication, etc.)
- 7.) Will the web site reinforce an existing branding or marketing strategy? How? Do you already have a logo/business identity that you are satisfied with?
- 8.) Keeping in mind the character of your company and your intended audience, should your website look Elegant or Casual, Traditional or High Tech, Conservative or Wild?
- 9.) What functional requirements do you believe to be necessary? (e.g., download areas, database-driven webpages, commerce, catalog, applications, etc.)
- 10.) Have you arranged for hosting and maintenance of the site?
- 11.) Has your domain name already been registered?
- 12.) Are there databases already in place?
- 13.) Describe any work that has been done toward designing/redesigning a new web site.
- 14.) What is your long-term plan for the site?
- 15.) What is your schedule?
- 16.) What is the budget for this project? Is there an acceptable budget range, depending on the level and comprehensiveness of services provided?
- 17.) If budget is a major issue, would you prefer to have the site constructed in phases?
- 18.) Rank the following according to importance: (Use a scale of 1-10, with 1 being most important)
 - A web strategy that fits our existing image
 - Repurposing existing content
 - Creating a community of dedicated visitors
 - Quality execution (graphics, writing, navigation, etc.)
 - Time schedule
 - Ease of maintenance
 - Doing better than our competition on the Web
 - Site is accessible to disabled viewers
 - Site is accessible to all browsers /platforms
 - Staying within the budget
- 19.) Find several high quality sites (more is better) on the Web that relate to your project in some of the following categories:
 - Appeal to same target group of customers
 - Colors, look-and-feel, user interface, layout
 - Size of site
 - Your competitors' sites
 - Quality of content
 - Quality of graphics
 - Functionality (things sites do for people)
 - Overall favorite sites (for whatever reasons)
- 20.) Gather together the material that will appear in the site: text, photos, logo (if one already exists).

Once you're ready, please contact:



(321) 622-5041

**1269 Breeze Lane
Melbourne, FL 32935**

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info@graphic-mac.com**