

## **Website Development**

1. What is the primary purpose of the site?
  - What services or products do you provide
  - Profit or non-profit
  
2. What are the secondary goals?
  - Is search engine ranking an important factor to be considered?
  - Do you desire repeat visitors?
  - Will you require membership or email addresses?
  - Will you have a newsletter.
  
3. Who are you trying to reach?
  - How will they find you?
  - What phrases would they use if they were searching online for your site?
  
4. Website design
  - Is there a design you have in mind?
  - Do you have a logo?
  - What color theme? Three to five colors is good.
  - Do you need printable pages?
  - What photos will be included?
  - Will you have video and audio sections?
  - Credit card purchases or Papal services?
  - Will there be photos of you or company employees on the site?
  - Do any of your vendors have information to be included?
  - Do you want your navigation on the side or at the top of the pages?
  - What types of forms will be need to gather information?
  - Will you need email boxes set up?
  - Do you have a short phrase which describes your company?
  - Do you have existing promotional materials?
  - Text content should be no less than 250 words of rich text.
  
5. What will be the titles for your pages?
  - Home
  - Contact us
  - Portfolio
  - Testimonials
  
6. Preparation for search engine optimization
  - What terms will people use when searching for your services or products?
  - What websites would be good to try to link with?
  - What are the most important keywords for you site?
  
7. Website maintenance
  - Will you need training to manage your site once it is built?
  - Will you be hiring us to make changes?
  - What future additions or alterations will be necessary and how often?

