

What is Your Vision?



A good plan today is better than a perfect plan tomorrow.
George S. Patton

Before you enter into the process of building a web site, we recommend that you document some basics about **you and your vision** for your web site. This prepares you for the initial discussions with your web designer.

1	How would you describe your level of computer expertise?

2	Have you ever managed or built a Web Site?

3	Do you have an existing Web Address (URL)? <ul style="list-style-type: none">• Who with?• Do you have the Username/Password; know how to access the account?

4	Do you have a web hosting account? <ul style="list-style-type: none">• Who with?• Do you have the Username/Password; know how to access the account?

5	What are your objectives for the web site? <ul style="list-style-type: none">• To sell?• To look good?• To advertise, promote company services?• To reinforce a brand, an image?• For customer service, support?• To extract information from clients (Polls, surveys, questionnaires)?• To provide information to clients (Marketing material, brochures, technical specs, helpful hints, special promotions ...)?• To make a business process more efficient?

6	Are you interested in having customers purchase products/services directly from the web site (i.e using a shopping cart)? <ul style="list-style-type: none">• Do you have a Paypal or other merchant account?• Do you have any shopping cart preferences?• How many products / services / categories do you have?

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7	What special features do you envision on your web site?	
	<ul style="list-style-type: none"> • Sign up for Newsletter • Photo gallery / slide show • Access to Blogs • Flash, Animation • Calendars, Schedules, Events • Take on line bookings/appointments 	<ul style="list-style-type: none"> • Special images, graphics, logos • .PDF Downloads • Forms to fill out & send in • Links to external sites • Audio, Video • Take on line payments

8	Are their any Existing Web Sites that you like the look of?	
	<ul style="list-style-type: none"> • Look and feel • Navigation • Ease of use • Similar industry 	<ul style="list-style-type: none"> • Features • Content • Competitor

9	Briefly describe your business . What do you sell and who do you sell to?	

10	What content do you already have?	
	<ul style="list-style-type: none"> • Text and verbiage for each page that I envision • Brand, Logo (.jpg, .gif) • Images & Photos (.jpg, .gif) • Testimonials 	<ul style="list-style-type: none"> • Business cards (Scan in) • Brochures (.PDF) • Product/service descriptions • Pricing sheets • Personnel Bio's

11	What web pages do you envision?	
	<ul style="list-style-type: none"> • Home • About • Contact Us • Blog 	<ul style="list-style-type: none"> • Staff • Services • Resources • Payments

12	Do you have a budget for your project?	
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