

CHECKLIST FOR WEB DESIGN

BUSINESS MARKETING CHECKLIST

1. Who is your intended audience? Are they regional, industry specific, company size specific, etc.?
2. Describe your ideal client and the specific attributes that we'll be targeting in the website.
3. What separates your company from your competition and what do you expect will draw clients to the website?
4. What company properties do you want to emphasize on the website? Please prioritize.
5. What are your website expectations, main emphasis and primary goals - increased sales, increased leads, etc.? Please prioritise.
6. How do you plan to market the website?
7. Do you intend to provide a call to action - make a sale, call in to your office, fill out a form, etc?

IDENTITY CHECKLIST

1. Have you identified a tag line? That would be something like "Just do it", "Reach out and touch someone", etc.
2. Do you already have a logo and other graphics to be used? If not, do you want to have one created?
3. What keywords do you want to be found by in the search engines?

LAYOUT CHECKLIST

1. Please provide a list of competitor's websites.
2. Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?
3. Do you have an intended website screen size or stretch to the entire width of the screen?

4. If the site isn't the entire width of the screen do you have a preference for left or centre alignment?
5. Do you have ideas of the colours to be used, and colours you don't like? Please provide example sites.
Please provide the main pages you need in the website.
6. Do you have existing business cards or other printed material we need to match?
7. Are you leaning towards custom drawn artwork or photographs?
8. Have you created the copy text for any of your pages?
9. Do you have a horizontal or left-side vertical preference for the main navigation?

For more information on [affordable website designer](http://businesszoom.com.au), check out our website at <http://businesszoom.com.au>.