



This guide is meant to help you plan out your website. Not all of the items in this guide may apply to you, but still may provide you with some ideas of the information you wish your website to display. Planning on your part will help me to design a site that meets your needs. This will translate into fewer revisions, a consistent image for your company, and money saved.

Here are some things to think about as I prepare to create a website for you.

## Who Are You

- What does your company do?
- What is your company purpose or mission?
- What products and services does your company offer?
- What are your key messages?

## Company Image

- Do you have a logo? If not, should you have one?
- What do you like in a website? (Please provide examples if possible)
- What do you dislike in a website? (Please provide examples if possible)
- Do you have certain images or fonts you wish to use?
- Would you prefer a horizontal or vertical navigational menu?

## Contact Information

- Do you want contact information on the website?
- Where is your company located?
- Can you provide me with a map?
- Do you have a fax number?
- Do you have a toll-free number?
- Do you have email addresses?

## What You Can Provide Me With

- Photographs and images (preferably in digital format)
- A copy of your company's logo and any other graphic art your company may use
- Samples of brochures, pamphlets, flyers, posters, etc.
- Edited and up to date text to be included on the site
- Any other media you wish to have displayed on the website
- Any other companies or websites that you wish to link to on your website

## Search Engine Optimization

If you wish to improve the volume and quality of traffic to your website from search engines via "natural" search results, I will require a brief description, in approximately 25 words, of your company. Also, try to think of some keywords that best describe your company. I will also have your website submitted to the major search engines.

## Maintenance

- Who do you intend to host your website?
- How do you plan to update the website?
- How often will you need the website updated?
- How will you provide material for the updates?