

Pre-flight Checklist

Getting Started on Putting Together Your Web Site

1. Determine a Domain Name - "your www address"
List a variety of options as some of the names may already be taken.
We suggest using a keyword in your domain name.
If you sell toys, then use something like "kidstoys.com"
2. Consider All Costs
There are (4) main areas to include in your budgeting:
Web Site Design, Hosting, Marketing, On-going Updates
3. Outline Your Content
Organize your content in 5-6 main topic areas.
Under each main topic, list subcategories or ideas to be covered
Use "bulleted" items not full paragraphs
Write down 5-10 "keyword phrases" that would be used by your prospects to find your type of service or products on the Internet.
From these "keywords," we will assist you in determining a 25 word description of your web site.
4. Gather Supporting Materials
Obtain photographs, drawings, logos, sketches etc. (digital format is preferred and less costly for you)
A sample of current print brochures and collateral is helpful
Write your content for each section
5. Outline Colors and Overall Style
Write down other Internet sites that you have seen that you like.
Are there specific colors you had in mind?
Can you describe the personality of your company?
What is your company's key strategic advantage?
6. Obtain a Written Quote for Your Unique Project
7. Discuss Project Parameters and Timelines with Designer



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