

Questions you should have answers to before the first meeting to discuss the website.

What is the goal of the website going to be?

Is there going to be a need for e-commerce or purchase handling applications?

Do you have a domain name yet?

If not, what names have you thought about using? (atleast 3)

Do you want search engine submission and optimization services?

Do you want to be a part of link networking?

Is the site going to be part of a multi-part marketing campaign?

Will you want to maintain the entire site or parts/areas of the site yourself?

Do you already have a web hosting solution and if so what is the website address to there site so I can find out what if any limitations the website will have?

What are 5-10 keywords and/or keyword phrases that someone would use to search for your business or your products? **Highly Recommended:** Ask 10 people unrelated to your business and with limited knowledge of your services to tell you what keywords and/or keyword phrases they would use to search for a business offering that service/product.

Are there any other sites you like the layout and/or design that you would like referred to when designing your site? These sites do not have to be in any way related to your type of business or product.

Is there a specific color or colors you would like the site based on?

Is this going to be a graphic intensive website, lots of pictures or movies/commercials?

Will original artwork and logos etc. be supplied or need to be created?

Are you thinking of using Flash and if so what purpose will it serve your site and will it help with end point sales completion?

Most important, bring any current printed advertising, company information, product information and related materials to the first meeting to give the designer more specific information. The designer needs you to teach them as much about your business as possible to better convey your business image and philosophy onto the internet.