

Checklist Of Information Required Prior To Establishing A Web Site

Purpose of Web site

Target audience

Web site content:

- Text, and who will write or provide the text if not already available. Some very basic contents might be:
 - who you are
 - what you do
 - how to contact you
 - list of services or products
 - Photographs or other images (to enhance or illustrate the text)
- Updating of text and other content to keep site fresh and content current

If you haven't already done so, write or gather your content and other materials as needed for your Web site. Your Web site design is based on its content, not vice versa.

Ways to bring in new visitors, repeat visitors

Budget

Other costs:

- Internet Service Provider
- Domain name and registration
- Database information to make available online (know existing database format, online password access only or available to public)

If you wish to sell products or services online:

- Secure server for processing transactions
- Merchant account through your bank (or alternatives)
- Online purchases by credit card, alternative purchases by fax, postal mail

- Shopping cart software, if needed (usually recommended for over 10-20 products or so)
- Set up a system that integrates easily with new or existing accounting software

Search engine registration, optimization.

Questions you will need to answer:

- Do you have a Logo? Do you have access to the original graphics for the logo?
- What are preferred dominant colours?
- What are your preferred secondary Colours
- Do you already have Domain Name available (eg www.qantas.com.au). If you do, do you password access to the web provider?
- Do you have a launch date?
- Will you want regular updating for your site?