



# PHOENIX

Web & Graphic Design

## WEBSITE PREPARATION WORKSHEET

Once you have decided you want / need a website, there are a few key areas to think about. The clearer you are, and the more information you have collected, the less time your web designer will need to spend on set-up, and the less cost to you.

So answer these questions as fully as possible, to help you prepare for your online presence.

1. Why do I want a website?

2. What name do I want for the website? www. \_\_\_\_\_

3. What extension do I want?                    .com (international business / personal)  
   .com.au ( Australian business – needs an ABN)  
   .net (international business)  
   .net.au (Australian business – needs an ABN)  
   .org / .org.au (for charity type organisations)

4. Who is my target audience?

5. Who am I trying to attract to this site?

6. What message do I want to give them?

7. Why should they pick my business over someone else's?

8. What do I want people to do when they visit? Buy something, make a booking, be informed?

9. What feel do I want to have on my website? Professional, entertaining, beautiful, fun, slick?

10. Jot down some websites that you like the look of, or that have features that you like.

11. What design features do I want?

(Do you have existing brochures / cards / logos, or do you need new ones designed?)

Colours

Fonts (Google web fonts are a good resource for web-friendly fonts)

Images (123rf.com is a good resource for cheap stock images) - Remember that most people view a website in a landscape format so large images (eg for slideshows) are best in a landscape orientation.

12. What features do I need on the website?

- e-commerce store?
  - with Paypal integration?
- Contact form?
  - with email service integration such as Mailchimp?
- Photo gallery?
- Facebook / twitter links?
- Autoposting to Facebook, Twitter, linked in , Google+ etc
- Location with google maps?

13. Do I want to be able to edit some things myself? Manage it completely? Let someone else manage it?

14. Do I also need a facebook page? How much time per week am I prepared to devote to one?

15. Checklist of things that will be needed.

- Your domain name if you already have one, plus the login details.
- Hosting login if you already have a hosting package set up.
- Photos / images.
- Logo if you have one plus copies of existing business cards, brochures etc
- Text for each page
- Location specifics for google maps
- Facebook / twitter details if you have accounts
- Paypal account or similar ( if you need an e-commerce store)
- Google email / account for google places and/or adwords
- Mailchimp account details if you already have one

16. Questions to ask my web designer?