

# Route Design

## Website Development Checklist – Page 1

Whether you are planning a new website or revamping an existing website, this checklist should prove helpful.

### Website Function

**1. If you currently have a website, what do you like best and least about it?**

Current Website address: \_\_\_\_\_

Like Best: \_\_\_\_\_

Like Least: \_\_\_\_\_

This is a new website: \_\_\_\_\_

**2. What type of website best reflects your needs?**

To-the-point       Flashy       Sophisticated       Interactive

**3. What is the major function of your website?**

General Information       Education       Commerce  
 Promotion       Entertainment       User/Customer Contact Point

**4. What elements do you need to effectively accomplish this?**

Forms       Shopping       Graphics/Photos       Editing/Copywriting  
 Contests       Email Promotion       Newsletters       Blogs/Bulletin Boards  
 Audio/Video       Streaming       Calendar       Sponsors/Advertisers  
 Interaction       Other \_\_\_\_\_

**5. What is the most important area or activity within your website?**

\_\_\_\_\_

**6. How many “pages” do you think you will need for your website? \_\_\_\_\_**

**7. How many email addresses do you think you will need for your website? \_\_\_\_\_**

**8. How often will your website need to be updated?**

Hourly       Daily       Weekly       Periodically       Seasonally

**9. How important do you feel a website is to your business? \_\_\_\_\_**

**10. Do you need access to website traffic statistics?  Yes  No**

**11. Do you currently own the existing or new website domain(s)?  Yes  No**

If yes, list address(es) including .com, .net, .biz, etc.: \_\_\_\_\_

**12. Do you currently have an Internet service provider?  Yes  No**

If yes, provider’s website: \_\_\_\_\_

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## Website Development Checklist – Page 2

### Website Design

**1. Are there websites you have visited that you especially like?**

Website: \_\_\_\_\_ What you like: \_\_\_\_\_

Website: \_\_\_\_\_ What you like: \_\_\_\_\_

Website: \_\_\_\_\_ What you like: \_\_\_\_\_

**2. Do you have existing branding that needs to be reflected in your website design? \_\_\_\_\_**

**3. Do you need a new logo or branding with the launch of a new website? \_\_\_\_\_**

**4. Who is your target audience? \_\_\_\_\_**

**5. What do you want viewers to do when they visit your website?**

\_\_\_\_\_

**6. How will you get visitors to return to your website?**

\_\_\_\_\_

**7. Have you developed an outline of your website's content?  Yes  No**

**8. Who will provide the content? \_\_\_\_\_**

**9. Do you want to have access to your website for content updates?  Yes  No**

**10. If you are providing third-party content, do you have the necessary copyright releases?**

Yes  No (You are responsible for obtaining approval to use any copyrighted material, trademarks, and registered trademarks from the respective owners.)

**11. Do you have partnerships or sponsors that should be included in your website or that need to be part of the development process?  Yes  No**

If yes, please list: \_\_\_\_\_

\_\_\_\_\_

**12. Will you offer space for paid advertising?  Yes  No**

**13. What is the one most important thing you hope to achieve through this website?**

\_\_\_\_\_

**14. What goals have you established to measure your website's success?**

\_\_\_\_\_

\_\_\_\_\_

**15. When would you like your new or revised website to go live? \_\_\_\_\_**

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## Website Development Checklist – Page 3

### Website Promotion

**1. Which of the following do you feel is the primary way viewers will find your website?**

Search Engines  Directories  Online Promotion  Print Promotion  Word of Mouth

**2. Do you currently promote or plan to promote your website?**  Yes  No

If yes, how: \_\_\_\_\_  
\_\_\_\_\_

**3. Do you have specific marketing goals for this website?**  Yes  No

If yes, please list: \_\_\_\_\_  
\_\_\_\_\_

**4. Are there websites or marketing affiliates that you would like to link to or request link sharing with?**  Yes  No

If yes, please list: \_\_\_\_\_  
\_\_\_\_\_

**5. Are there print or online directories where your website should be listed?**  Yes  No

If yes, please list: \_\_\_\_\_  
\_\_\_\_\_

**6. Are you/your Web designer incorporating Search Engine Marketing into the website design?**  Yes  No  I don't understand Search Engine Marketing

**7. Are you interested in arranging Search Engine Optimization (SEO) and statistics reporting through paid web-based programs?**  Yes  No

**8. What keywords are especially significant to your website?**

\_\_\_\_\_

**9. What is your mission statement?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**10. Do you plan to offer a request for information form or email?**  Yes  No

If yes, who is responsible for a timely response: \_\_\_\_\_

**11. Do you plan to develop an email list?**  Yes  No

If yes, to be used for  newsletters,  promotions,  other \_\_\_\_\_

**12. Do you plan to use online-only coupons or special offers?**  Yes  No

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## Website Development Checklist – Page 4

### Some advice ...

Do your research or invest in strategic research  
Determine your expectations and know if they are realistic  
Allow that a website will cost more and take longer to produce than you think  
It's alright to start modestly, listen to feedback, and grow the website over time  
A website requires essential elements for success, so don't cut corners  
Balance flash and substance and don't distract from your goals  
Having a website won't guarantee visitors  
A website needs valid and fresh content to develop a loyal audience  
Don't spend a lot to promote a little – meet your viewers' expectations  
Many of your website visitors know more about the Internet than you do  
Treat the web designers as part of your marketing team

### Contact Route 1 Design

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**Route 1 Design**© specializes in professional, affordable graphic design services and marketing consultation for print and the Internet.

Contact Route 1 Design to discuss, without obligation, your project's requirements, your expectations, and how best to achieve your communication goals. Route 1 Design will research, design and produce the visual solutions for branding and marketing strategies that get results.

#### **Route 1 Design Graphic Design Resource**

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*Personalized, Punctual, Professional Design Services*

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