

Offered free of charge or obligation by your friends at New England WebArt.  
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# New England WebArt

Quality Affordable Website Design & Redesign

NEW WebArt



## Website Consideration Checklist

No matter who designs your website, you'll be likely to save money and end up with a more effective site if you make some decisions before you start. The following is a list of some of the things you should consider.

How you use this checklist is up to you. You can write detailed answers to the questions, jot down notes, or just use it to organize your thoughts.

- Are you redesigning an existing site or creating a new site?
- Describe what the website will promote or showcase.
- Describe any specific ideas you have for your website.
- What special features are you interested in? (Content management system, e-commerce/shopping cart, blog, search engine, photo gallery, online form, calendar, etc.)
- What budget range have you planned for?
- What goals do you have for the website?
- Who is your target audience? (Retail, wholesale, only others in your trade, etc.)
- List websites (please include URL's) you like, and what appeals to you about them.
- List websites you dislike, and what you object to about them.
- Do you have a color scheme in mind? If you have a brochure, business card or other printed material, you may want to use the color scheme in that for your website. You may prefer to use your new website to start a new 'branding' initiative. Paint chips, magazine articles and advertisements can be useful for choosing colors and communicating about them.
- Make a list of words and phrases that a prospective visitor might enter into a search engine to find your site.
- Think about domain names you'd prefer. You can check on their availability by doing a 'whois' search (using our domain name availability checker or at <http://www.whois.net/>).

The key to a successful website is a clear understanding of the goals of the owner. The more you prepare, the better you can communicate your goals, and the more likely you are to accomplish them.

We hope you find this checklist useful. When you're ready to design your website, please consider New England WebArt.