

# **So you want a website check-list**

## **1 *Who are you?***

The first thing any web developer will need to know is your name or business name. If you don't know this you're in big trouble.

## **2 *What do you do?***

It's a good idea to know what you or your business do. You would be amazed how many people have asked for a website without knowing exactly what they do.

## **3 *Why do you want a website?***

This sounds like a simple question but the answer because everyone else has one is not a good enough.

## **4 *Who is the target audience for the website?***

You need to think of your customers /readers when getting a website so first you need to know who they are.

## **5 *What content is required?***

To make a website you need something to go on it. Good examples are contact pages, about pages, price lists and product details.

## **6 *What are the keywords for your site?***

To find your website people will normally use a search engine like Google. Search engines and content authors require keywords and phrases that describe your website and enable the site visitor to find your website.

## **7 *Basic site design including the colour scheme and logo.***

You need your website to look like it's yours, so make sure it looks like your other marketing.

## **8 *Site layout and site navigation?***

Visitors to your site need to easily navigate you website and find what they are looking for. Try to make things obvious for them and think of what they want to find.

## **9 *Is the site required to directly generate revenue or have any other purpose?***

A website can do much more than advertise your business or sell products. It can provide customer support, project management, make money from relevant advertising and it can even be your product.

## **10 *Do you require social network integration?***

Social networks like Facebook and Twitter can provide news feeds for your website. You can also

have buttons on your web pages to make sharing on these networks easier for your visitors.

**11 How are you going to attract repeat visitors?**

You want people to come back to your website or use your company. How are you going to achieve that goal?

**12 How are you going to maintain the site and how often?**

You need to look after your website to get the best from it.

**13 Are there any legal issues with the site contents or access?**

Make sure you own the copyright on the content of your site or make the correct references. Is the site suitable for anyone to access?

**14 You need to consider the sites accessibility.**

In the UK the Disability Discrimination Act and the Equalities Act 2010 also cover access to websites so make sure your website is accessible.