



## Design Checklist

This checklist is designed to help your Company / Organization prepare for the Custom Web Site Design process. Gathering the content for your site ahead of time will drastically shorten your Custom Web Site's design time. Contact us at any time for help with your checklist.

### Purpose

- ◇ Purpose of the Custom Web Site Design – What is the overall purpose of your website? This will help us to suggest which types of pages you will need. Check all that apply:

<input type="checkbox"/>	Advertising	<input type="checkbox"/>	Sales	<input type="checkbox"/>	Information sharing
<input type="checkbox"/>	Education	<input type="checkbox"/>	Fundraising	<input type="checkbox"/>	Creating Community

- ◇ What action(s) should the user perform when visiting your site? Please put an X next to all that apply.

<input type="checkbox"/>	Contact You	<input type="checkbox"/>	Fill out a form	<input type="checkbox"/>	Submit a quote request
<input type="checkbox"/>	Join a mailing list	<input type="checkbox"/>	Search for information	<input type="checkbox"/>	Purchase products
<input type="checkbox"/>	Make a donation	<input type="checkbox"/>	Engage with media	<input type="checkbox"/>	Connect with Social Media
<input type="checkbox"/>	Share your content	<input type="checkbox"/>	Other:	<input type="checkbox"/>	Other:

- ◇ Describe your target audience

Ages \_\_\_\_\_ Gender \_\_\_\_\_ Race / Ethnicity \_\_\_\_\_ Marital Status \_\_\_\_\_

Computer literacy: \_\_\_ novice \_\_\_ average \_\_\_ expert

Social Media usage: \_\_\_ novice \_\_\_ average \_\_\_ expert

Education Level : \_\_\_ High School \_\_\_ Some College \_\_\_ College Graduate

### Structure

- ◇ Types of Pages / Content Needed: Put a check next to the content you would like to include.

<input type="checkbox"/>	Home	<input type="checkbox"/>	Services	<input type="checkbox"/>	Media	<input type="checkbox"/>	Customer Service
<input type="checkbox"/>	Contact us	<input type="checkbox"/>	Board/Officers	<input type="checkbox"/>	Donations/Giving	<input type="checkbox"/>	Job Postings
<input type="checkbox"/>	About us	<input type="checkbox"/>	Staff	<input type="checkbox"/>	Photo Gallery	<input type="checkbox"/>	Customer Account page
<input type="checkbox"/>	Mission/Vision	<input type="checkbox"/>	Ministries	<input type="checkbox"/>	Ecommerce Page (Fee)	<input type="checkbox"/>	Restaurant Menu
<input type="checkbox"/>	History	<input type="checkbox"/>	Auxiliaries	<input type="checkbox"/>	Products Page	<input type="checkbox"/>	Hours of Operation
<input type="checkbox"/>	Portfolio	<input type="checkbox"/>	Pastor Page	<input type="checkbox"/>	Sales Page	<input type="checkbox"/>	Press /Media Kit
<input type="checkbox"/>	Calendar	<input type="checkbox"/>	First Time Visitors	<input type="checkbox"/>	Staff /Employee Page	<input type="checkbox"/>	Other:
<input type="checkbox"/>	Events	<input type="checkbox"/>	Service Times	<input type="checkbox"/>	FAQ page	<input type="checkbox"/>	Other:

- ◇ Domain Name Choices - Your name, (www.yourdomainname.com) is your site address. List as many possible domain names for your site in case your initial choice is taken.
  - Tip! Choose names that are short, relevant to your company, and easy to remember.

Your choices:


- ◇ Email Addresses: If your package has email addresses included, please list them below. Your email address are branded to match your domain name. (Example: [name@yourdomain.com](mailto:name@yourdomain.com)). Please list the names you would like to use for these emails.


- ◇ Social Media Accounts: If your package includes Social Media Setup, we will create up to 3 Social Media accounts for you. Pick three of the Following

<input type="checkbox"/>	Facebook Page	<input type="checkbox"/>	Twitter	<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Google +	<input type="checkbox"/>	MailChimp	<input type="checkbox"/>	YouTube

## Design

### Businesses or organizations that are similar to yours whose website you like.

Please include at least 3 website addresses for others in your industry and / or area. Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. Please note that our websites are custom designed and will not be replica of any other site. **This information helps us to understand your style and preferences.**


Colors and Logo: Are there organization specific colors that should be incorporated?

<b>Primary Colors:</b>				
<b>Secondary Colors</b>				
<b>Do you have a logo?</b>				