WEBSITE CHECKLIST

1. **Website objective: main purpose of site** _____

   _____

   _____

2. **Target audience profile:** _____

   _____

3. **If replacing an existing Web site, what you would like to change/improve:**

   _____

   _____

4. **Products and/or services this site will promote:**

   _____

   _____

5. **Design preferences: (i.e. colours, flash, images/photos)**

   _____

   _____

6. **Content required: company backgrounder___   product/service descriptions___ news___   articles/tips___   upcoming events___ resources___   profiles (eg. clients, employees) ___   client testimonials___ other___ (specify)_____**

7. **Search engine optimization strategies: keyword selection ___   link research ___**

7. **Budget for website (including site planning, writing, design, etc.)**

   _____

8. **Best competitor website:** _____

   Weakest competitor website: _____