

Vantage21st

Great Web Sites by Design

1. Web Site Planning – Site Goals & Design

Please consider the questions below and place your answers in the “idea boxes.”
If you are not able to easily answer a question skip it, move on and come back to the question later with fresh ideas. Thank you for your time and valuable insights.

What is the purpose of our Web site?

What makes our products or services unique? What are our strengths?

Who is our target audience?

What is the most important impression we want our Web site to make?

What kind of information do we want to provide on our website?

What is our vision of the overall tone, look and feel of the Web site?

Do we have a logo to be used on the website? Where is the digital file?

What do we want our homepage to look like?

What other kinds of pages do we want to include on our Web site?

Do we already have the photos and/or illustrations we will use on our Web site?

Do we want an information gathering form on our website? If so, what kinds of information will be collected and for what purpose?

Will we want to provide forms or other documents for download from our web site?

Will we accept online credit card payment for products or services? If so, please describe your products and/or services.

Vantage21st – Great Web Sites by Design – www.vantage21st.com
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