



## Web site planning guidelines:

### Phase 1: **What is the goal of the site:**

What is the purpose of the site?  
What is the site about?  
What is the site for?

### Phase 2: **Target market:**

Who is my client?  
Who is my competition? (Email me links of sites you like or don't like of your perceived competitors. Email me links of sites you like that have nothing to do with your competitors if you want. I always like to see new sites.)

### Phase 3: **Expected outcome of the site:**

What does my client/customer/audience expect the site to accomplish? What do they expect to learn? What information or activity do I think they are looking for on my site?

### Phase 4: **Managing content:**

Here's where you organize your services and products and examples.  
Determine what pages, photos, and features (online catalog, reservation calendar, forum) you need on your site. (About Us, Contact Us, Catalog, Login, Register, etc.)  
Do you have a logo?  
Do you have photos or images of your services or products?

### Phase 5: **Map out the site:**

Determine which pages will be linked to which pages; how should your client navigate through the site? (sort of like a blueprint...)

### Phase 6: **Development and design requirements:**

This is the "look and feel" of the site. If you have ideas for colors and fonts, please let me know.

### Phase 7: **Site testing**

### Phase 8: **Upload:**

To upload your site, I need the following info from your web host:

1. **FTP (IP) address** (This is usually numbers separated by periods - example: 216.183.98.113)
2. Password
3. Username/login

If you need professional photography or logo design, I can recommend people. Please do not use any images or content that you do not have permission or copyrights to use. Thanks!