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**Web Tips – Questions to Ask Yourself**

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**Answering the following questions and discussing the appropriate items with your web designer will help create a web site specifically tailored to your needs.**

- What is my purpose and vision for my web site?
- What business results do I expect this site to produce, over what period of time?
- How will my site fit in with my overall marketing plan?
- Who is my target audience?
- Do I serve more than one distinct market? If so, how will I reach each one effectively?
- What is my budget for the first rendition of my web site?
- What is my budget for the maintenance of my web site?
- What is my budget for the marketing of my web site?
- What features do I want to have on my web site?
- What value will I provide to my customers via my web site?
- Do I have existing text I can use on the site, like brochure text? If not, do I have a marketing firm who can write it?
- What domain name(s) do I want? What domain names will speak the value & benefits of my product or service?
- How will I market the site? Will my design company do it for me? What strategies will they use?
- Do I have hosting service? If so, can they support the features on my new site?
- What do I want my domain name e-mails to be? (i.e. [info@rlwd.biz](mailto:info@rlwd.biz))
- How will I keep people coming back to my site?
- What will cause people to stay at my site longer, and stay interested?
- Will I use the site to collect info for my database, so that I can market to my visitors?
- Do I have a system for tracking the traffic to my site?
- Do I have a plan for announcing the new site?
- Is there something I can give away on my site?
- What about my site will motivate people to tell others about my site?
- How can I get feedback about what people's experience with my site?
- Who will be responsible for preparing the graphics and text?
- In a word or short phrase, what do I want to communicate via my site?
- What features / pages will I want to add on over time?
- Do I have enough graphic artwork for my site, or will some new art need to be created?
- What will my users expect to see on my site?
- What are others in my industry doing on the web?
- What are my favorite web sites, and least favorite web sites, and why?
- Do I have electronic copies (computer files) of all of my text and graphics?
- Do I need to have photos or video prepared for the site? Can my designer provide that?

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*We appreciate having the opportunity to contribute to the success of your business!*