

# Web Site Checklist

This page should help you to clarify your objectives, which in turn will help us to design, create and maintain a web site that meets them.

## 1. What is the principal purpose of your web site?

Select one

- To service existing customers or clients
- To attract new customers or clients
- To provide information to visitors

## 2. What do you want visitors to your site to do?

Select as many as appropriate

- Visit your premises
- Ring you
- Email you
- Request a brochure or catalogue
- Request a quote
- Sign up for a newsletter
- Download information
- Place an order
- Buy goods online

## 3. How often will the content of your site need to be changed?

Select one

- Never
- Less than 6 times a year
- Less than 12 times a year
- Monthly
- Weekly

## 4. Do you need the facility to make changes to the site yourself?

Select one

- Yes
- No

## 5. How will you judge or measure the success of your web site?

Add your comments below

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