



### Website Design & Development

- Inexpensive Form of Advertisement
- Visible to Millions 24/7
- Enhance Your Credibility
- Demonstrate Your Experience
- Display Your Services, Benefits, etc.
- Build Solid Customer Relations
- Collect Email Addresses
- Conduct Market Research
- Custom Design to fit your style of business

Internet Marketing Strategies for Solopreneurs & Small Business

## Website Workbook

### Discovering What Your Website Needs to Be Effective

Michael D. Erickson, LLC • 6773 E Escalante Rd • Tucson • Arizona • 85730-3237

Phone: (520) 777-6142 • Fax: (520) 844-1317

[www.uExclusive.com](http://www.uExclusive.com)

## Introduction

Thank you for choosing our website design and development services. We are committed to ensuring your website reflects you and your business and that it is a valuable tool to help grow and sustain your business.

This workbook is designed to bring light to answers of the most common questions we face when building your site. We ask questions about your goals for the site, who you intend to target once your site is live, how you want it to look, the content of the pages, special functionality and other important details. We also want your input as to what sites your target market would typically visit and some of your competitors' sites. Once this information is in our hands we will have a great foundation from which we can begin. Answer the questions to the best of your ability and don't be afraid to attach another piece of paper or two to explain anything else we haven't asked in this workbook.

As we progress along we keep in constant contact with you to ensure you know what is going on. In most cases, we will build prototype for you review and opinion. Doing this allows us to work together to ensure you get what you want while we ensure the site works for your intended purposes.

Please take some time and really think about your answers to the questions in this workbook. Once you've answered all the questions please fax the completed pages (1-4 and any additional pages) to us at (520) 844-1314. If you have any questions concerning this workbook or anything along the development process please don't hesitate to call.

Thanks again for choosing us and we look forward to working with you!

Sincerely,



Mike Erickson  
Owner

**When you've answered all the questions in this workbook  
please fax pages 1-4 and any additional pages to (520) 844-1317**

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Current web address, if any: \_\_\_\_\_

### Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your website?

What do you intend to accomplish with your website?

Do you want people to: *(check as many as apply)*

- |  |  |
|--|--|
| <input type="checkbox"/> Learn more about your business or organization? | <input type="checkbox"/> Join your organization?             |
| <input type="checkbox"/> Hire you to perform a service?                  | <input type="checkbox"/> Communicate with you?               |
| <input type="checkbox"/> Buy products from you?                          | <input type="checkbox"/> Become part of an online community? |
|  | <input type="checkbox"/> Other:                              |

### Target Audience / Community

Who is your target audience or community? *(Age, gender, interests, locality)*

Who is your competition?

When people visit your site, what do they want? *(check as many as apply)*

- |  |  |
|--|--|
| <input type="checkbox"/> Information about a topic                                 | <input type="checkbox"/> To comparison shop or to buy a product      |
| <input type="checkbox"/> Information about your products, services or organization | <input type="checkbox"/> To connect with others of similar interests |
| <input type="checkbox"/> To be entertained   | <input type="checkbox"/> Other:                                      |

### Image & Style

The visual metaphors, graphic design and color scheme of your website will communicate volumes to the visitor about you and your business.

What IMAGE do you want to project? *(check as many as apply)*

- |                                       |                                   |                                     |
|---------------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Traditional  | <input type="checkbox"/> Formal   | <input type="checkbox"/> Corporate  |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Casual   | <input type="checkbox"/> Personal   |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Serious  | <input type="checkbox"/> Expensive  |
| <input type="checkbox"/> Cutting edge | <input type="checkbox"/> Friendly | <input type="checkbox"/> Affordable |

What STYLE do you want to communicate? *(check as many as apply)*

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Serene          | <input type="checkbox"/> High Tech          | <input type="checkbox"/> Sensual       |
| <input type="checkbox"/> Spiritual       | <input type="checkbox"/> Frivolous          | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Powerful        | <input type="checkbox"/> Fun Flashy         | <input type="checkbox"/> Delicate      |
| <input type="checkbox"/> Professional    | <input type="checkbox"/> Muted              | <input type="checkbox"/> Energetic     |
| <input type="checkbox"/> Hip             | <input type="checkbox"/> Soft               | <input type="checkbox"/> Historical    |
| <input type="checkbox"/> Classic         | <input type="checkbox"/> Playful            | <input type="checkbox"/> Festive       |
| <input type="checkbox"/> Elegant         | <input type="checkbox"/> Down to Earth      | <input type="checkbox"/> Fanciful      |
| <input type="checkbox"/> Funky           | <input type="checkbox"/> Mellow             | <input type="checkbox"/> Other:        |
| <input type="checkbox"/> Ethnic          | <input type="checkbox"/> Comforting, Caring |  |
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Romantic           |  |

Do you have any existing graphic or promotional materials?  Yes  No

Do you have a logo?  Yes  No

Do you have photos that you wish to use on the website?  Yes  No

### Content

Do you have an outline of the content for your site?  Yes  No

Is the content written?  Yes  No  It's in process

Do you need help in developing, writing and/or editing the content for your website?  Yes  No

If your site outline is done, how many sections do you have, and about how many pages in each section? *(One web page equals approximately one 8 1/2 by 11 sheet of paper with double spaced type.)*

If you are selling products, how many will be on your site?

What keywords would someone type into a search engine to find you?

### Functionality

What special functions will you need for your website? *(check as many as apply)*

- |  |  |
|--|--|
| <input type="checkbox"/> Mailing list for email newsletters              | <input type="checkbox"/> Shopping cart Merchant account        |
| <input type="checkbox"/> Mailing list discussion group                   | <input type="checkbox"/> Password protection for certain pages |
| <input type="checkbox"/> Message board or forum                          | <input type="checkbox"/> Site search engine E-cards            |
| <input type="checkbox"/> Blog  | <input type="checkbox"/> Music clips Video clips               |
| <input type="checkbox"/> Contact, subscription, survey or feedback forms | <input type="checkbox"/> Other:                                |

### Promotion

Do you have a marketing/promotion plan for your website?  Yes  No  In process

*We can help you develop one, or give you lots of ideas on doing it yourself.*

Do you have plans for updating the content of your site or for an email newsletter?  Yes  No

*(Regularly updating the content of your site gives visitors a reason to return.)*

### Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your website to be launched?

Have you registered a domain name?  Yes  No

If you have, what is it?

*If not, we can register a name for you.*

Have you decided on a hosting company?  Yes  No

*If not, please consider our hosting plan.*

Do you plan to maintain and update your own site?  Yes  No  Maybe

Would you like us to do that for you?  Yes  No  Maybe

### Other Websites

Please list a few websites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's websites, if you know of any. Let us know what you like and don't like about some of these sites.