



Web Site Design Components Checklist

1) Required Components (One Page Site)

- a) **Domain Name** – URL (uniform resource locator) of site – like www.mysitename.com
- b) **Hosting** – server where the web site resides on the internet
- c) **Graphic Design** – look and feel – color scheme, graphics, layout, template or unique design
- d) **Home Page** – the front page of the web site
- e) **Content (Basic)** – specific text and graphics that describe business, product, uses basic SEO

2) Suggested Components

- a) **Navigation** – method to direct user to other site pages and functions
- b) **Logo** – company logo graphic
- c) **Contact Us** – text page - phone, email, mailing address
- d) **About Us** – text page – company description, history, people photos & bios, certifications, etc.
- e) **Analytics** – site metrics about visitors and how they used site – like CPanel or Google Analytics

3) Optional Features – Typically No Database Required

- a) **SEO – search engine optimization** – maximize keywords, title, description, and content for search engines to more easily find your site, landing page creation, Google site map creation, robot file creation
- b) **Privacy Policy** – text page - how visitor information will be used / not used, etc.
- c) **Terms of Use** – text page - liability of using site, complaints, copyright, etc.
- d) **Site Map** – text page - with links to all other pages and /or subjects like an index
- e) **Help / FAQ** – Frequently Asked Questions – text page or Admin
- f) **Information Request Form** – contact me / send more information form – email or Admin
- g) **Audio** – embedded audio, podcasts, streaming audio (like radio station), background music
- h) **Video** – embedded video, video person greeting, linked video player, streaming video
- i) **Video Person Greeting** – embedded video of person used for site greeting and assistance
- j) **Link to Site** – aid for others to add your web site link (URL) to their site
- k) **Flash** – Introduction presentation, animations, navigation
- l) **Pop-ups / Roll-Overs** – information or ad windows that appear when cursor is over some area
- m) **Avatar** – animated graphic person used for site greeting and assistance
- n) **Instant Call-Back** – video ad plays while waiting for phone connection to customer service
- o) **Chat** – text-based system for user to communicate online with sales or support
- p) **Site Search** – search (entire) site for information, products, etc.
- q) **News / Subscription Services** – 3rd party feeds of information – news, stocks, etc.
- r) **Functional Activities**
 - i) **Data Validation** – validate form data input – zip codes, special data, email addresses
 - ii) **CAPTCHA** – enter on form a written code shown in a graphic to validate human entry
 - iii) **Flash Site** – underlying design based on Flash graphical technology instead of HTML
 - iv) **Other** – Add to Favorites link, Email Us link, Email accounts

4) Advanced Optional Features – Database Required

- a) **Database** – dynamic data storage – text and numbers, graphics, links, etc.
- b) **Registration / Log-in / Visitor Capture** – sign up form and system for members, visitors, etc.
- c) **CMS - Content Management System / Administration** – user control for managing functions – access control, permission levels, customer requests, reports, content, members, database access, advertising, ecommerce functions, etc.
- d) **Digital Publication** – digital magazine presentation of content – small or large documents, albums, page flipping, search, notes, archives, embedded audio / video, surveys, links, etc
- e) **Slide Show / Photo Gallery** – show photos, add / delete photos and edit photo descriptions
- f) **Ecommerce** – purchasing product online
 - i) **Catalog of Products – display system and search**
 - ii) **Shopping Cart** – system to do the product buying transaction
 - iii) **SSL Certificate** – site belongs to the company it claims to belong to. Gives customers confidence that they are sending personal information securely, and to the right place.
 - iv) **User Account Management** – system for user to monitor orders, account information
 - v) **Merchant Account** – 3rd party credit card processing company account
 - vi) **Gateway** - 3rd party credit card gateway between bank and credit card processing company
 - vii) **Interface to Payment Gateway** – links payment system database (like ModernBill)
 - viii) **Transactional Server** – separate dedicated server and database to protect personal data (credit card information)
- g) **Contextual Advertising**
 - i) **Banner Ads** – system to rotate and track clicks on graphic ads at top of pages
 - ii) **Tower Ads** – system to rotate and track clicks on graphic ads on sides of pages
 - iii) **In-Line Ads** – system to rotate and track clicks on text ads within context
 - iv) **Pop-ups / Roll-Overs** – ad windows that appear when cursor is over some area
- h) **Tracking** – views of member profile or other activity
- i) **RSS Feeds** – feed periodically changing information from site to others to keep them informed
- j) **Subscribe** – to newsletter, RSS feed, or service (also see Registration)
- k) **Customer Support Tickets** – system to enter and track support tickets (also see Chat)
- l) **Survey and Polls** – system to ask site visitors questions and tabulate results
- m) **Forum** – multiple topic text-based "short" message system with moderator control, threads
- n) **Blog** - multiple topic text article-based system with moderator control, comments
- o) **Maps** – take address and show on interactive map
- p) **Tip-of-The-Day** – small on-screen or pop-up with a daily tip or other information
- q) **Directory** – listing of members, businesses, links, organizations, etc - searchable
- r) **Intranet Access** – client and / or employee access to company's intranet and/or other systems
- s) **Email System / Auto Responder** – for newsletters, emails, product notices, confirmations, etc.
- t) **Languages** – multi-lingual sites – switch between service areas and languages
- u) **Upload / Download Files** – ability to download or upload files to server
- v) **Backup** – manual or automatic creation of administrator-accessible backup files
- w) **Custom** – calculators, data look-up, document retrieval / reading, interactive screens, appointment systems, testers / analyzers, add 3rd party functions, event schedulers, dynamic page adder, conference room software, etc.

5) General System

- a) **Shared Hosting** – many web sites on one physical server – typically for informational sites – administration provided by hosting company
- b) **VPS** – virtual private server – a few clients per physical server each with their own partition -- operates like a stand alone server - administration provided by site owner
- c) **Dedicated Hosting** – one client per physical server – for large sites and / or privacy – administration provided by site owner
- d) **Server Administration** – pay hosting company to administer VPS or Dedicated servers
- e) **FTP Access** – ability to access server directory for web site file access, fast file transfers
- f) **XHTML Compatibility** – improves compatibility with different browsers
- g) **404 Page Not Found** – custom page to direct users where you want them to go
- h) **Domain Privacy Protection** – hides ownership and contact information from public records
- i) **Server Operating System** – Windows, Linux, other
- j) **Programs and Languages** – PHP, ASP, PERL, MySQL, other

6) Marketing

- a) **Web Site Submission** – submit site to search engines and directories
- b) **SEM (Search Engine Marketing)** – **PPC (Pay-Per-Click)** – advertising charged when searcher clicks on your ad, like Google AdWords and others. Also CPI (Cost Per Impression) – how many times ad is shown
- c) **BackLink Building** – links on other sites back to your site – used with SEO and SEM
- d) **Link Baiting** - create something that naturally attract backlinks – tool, article, interesting photo
- e) **Article Submissions** - SEO-friendly article creation and submission to PR services
- f) **Press Releases** – SEO-friendly press release creation and submission to PR services
- g) **Social Networks** – site submissions and links on social networks

Design Notes

1. **Representation** – a site may be the company's front door: you only have one chance to make a good first impression. A poorly designed site may reflect a poorly run and unprofessional company.
2. **Content is King** – the more informative site is, the more visitors will use the site / refer it to others.
3. **SEO** – visitors using search engines is the prime way a site will be found. Optimizing the design and content FROM THE BEGINNING so search engines like it is the best to encourage organic traffic.

Your Notes

Budget _____ Start Date _____ Project Lead _____

Domain Name (URL) _____ Hosting _____