

## Homespun Webs: Preliminary Web Design Checklist

~what I need to get the ball rolling~

- 1. Company website name (LOGO)
  - Required for domain name search and registration.
  - This will be your desired web address aka URL (ie. homespunwebs.ca).
  - Commonly: yourcompanyname.ca or yourcompanyname.com
  - Will you need a logo designed?
  
- 2. Research and note 3-4 websites that, in your opinion, present well.
  - What are your competitors doing / saying?
  - Research layout designs that appeal to you.
  - Take note of color schemes - should align with your logo.
  - Other features that you would like to see on your website.
  
- 3. What will attract and hold your desired site visitor?
  - What do you want visitors to know about your company?
  - Pages needed to organize content: Home, About, Services, Gallery, Contact...
  - Important links to other sites.
  - Remember, in most cases, less is more!
  
- 4. Consider your options: unique, personal site build vs. ready-made template (Sarah will purchase your choice online and use her software to edit and personalize.)
  
- 5. Does your site have a theme? (ecommerce, autobody, sports, event, occasion...)
  
- 6. Time to organize and prepare at least an outline of the written content. (Sarah will assist with grammar, organization, paragraph structure, etc. Point form is fine.)

- 7. Time to organize your photos, images, maps, etc.
  - Images you would like displayed throughout site, as background...
  - Images you would like displayed in gallery format.
  
- 8. Select your colors - 3 is the magic number.
  - If you have a colored logo, it is best to stay with those colors.
  - Consider colors that complement one another.
  - Consider a color or two and their shades (add white) / tones (add black).
  
- 9. Contact information - needed for domain name registration, for host sign up and for website if desired.
  - First and last name
  - Company Name
  - Full mailing / street address
  - Phone and Fax numbers
  - Email address
  
- 10. Other: