



Your Information:

Name _____

Business Name _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

General Information:

By what date would you like to have your site up? _____

Brief Explanation of Website/Content: _____

Do you have your own ISP?

Yes No I don't know

Do you have your own domain name?

Yes No I don't know

Why do you want this website? What do you expect it to do for you?

Check any of these reasons that fit your needs:

<p>"Advertise ..."</p> <p><input type="checkbox"/> to advertise your organization</p> <p><input type="checkbox"/> to advertise services</p> <p><input type="checkbox"/> to advertise products</p>	<p>"To Accept payments ..."</p> <p><input type="checkbox"/> for products</p> <p><input type="checkbox"/> for services</p> <p><input type="checkbox"/> for information/research</p>
<p>"To present a Professional Look ..."</p> <p><input type="checkbox"/> to act as a springboard for customers to contact us</p> <p><input type="checkbox"/> to present a particular image</p> <p><input type="checkbox"/> as a way of keeping up with competitors</p> <p><input type="checkbox"/> to present more information than possible with a business card</p>	<p>"To facilitate information by ..."</p> <p><input type="checkbox"/> keeping customers informed</p> <p><input type="checkbox"/> having a gallery for photos</p> <p><input type="checkbox"/> customer service or support</p> <p><input type="checkbox"/> promote ideas/hobbies</p> <p><input type="checkbox"/> to organize data for internal structure</p> <p><input type="checkbox"/> to gather information about customers or potential customers for a database or for contact in the future</p>

For search engines to recognize you and to give you and your visitors an overview, your site will need a **Title**, **Description**, and **Keywords**. A Title is a very short, 2 to 7 words only, and describes your site in its essence.

Enter your Website's **Title**: _____

The Description is several sentences long, at least 20 words, but not more than 255 characters in length. This should objectively and succinctly describe your site and what it provides without adding opinions, like "world's best".

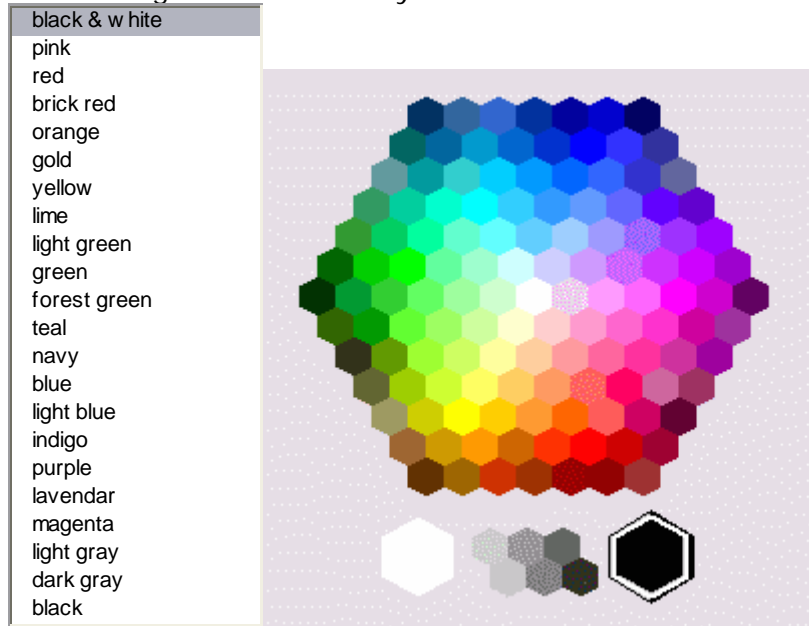
Enter a **description**: _____

Keywords are single words, or words in short combination, that people would use in a search engine to come up with your site.

Enter **keywords**: _____

Provide some **links** of sites you like. Describe what you like about them:

Pick a few general colors for your site. To choose more than one, hold the ctrl and shift keys:



Think about things you do over and over that you wish you could automate. Or things you tell your customers over and over that you have to explain many times. Make a mind map or storyboard that takes your visitors from the front page through the site. Or, put individual ideas on index cards, and then later organize them into categories.

Give more **details** here:

Below is a blank **mindmap** example you can use to organize the navigation (menu) for your site. Use the index cards mentioned above to get you started. Large categories go in the circles, and smaller "pages" are offshoots.

