



## Web Site Worksheet

Complete this simple worksheet to determine what type of web site package is right for your business. Check the boxes next to the types of pages you would like to see on your web site.

- Home Page – this is the first page a customer visits on your site. This should tell a visitor who you are and what you do.
- Splash Page

### Company Information

- About this company
- Our Team – List Management/Key personnel and contact information
- Company background
- Awards/Professional affiliations
- Directions to office
- General Contact information
- Privacy Policy / Legal notices
- Job postings
- Other:

### Marketing and Sales Information

- Calendar of events – trade shows etc.
  - Do you want/need it to function like a real calendar?
- Product features and benefits (text, pictures)
- Product overview / specifications / demos
- Online catalog
- Photo Gallery
  - How many photos?
- Samples or examples
- Customer testimonials or quotes
- FAQs (Frequently Asked Questions) with answers
- Press releases and contacts
- Forms (general feedback, user surveys, follow-up requests, order forms)
- List of resellers/ distributors
- Newsletters / Bulletins



- Articles/ Helpful Hints
- Glossary of Terms
- Other:

#### **Customer Service Information**

- Usage tips
- Product updates
- Training resources
- Support telephone numbers
- Common questions and answers
- Warranty & Return Policy
- Licensing
- Other:

#### **What Features will you want on your web site?**

- Client survey form
- Tell a Friend form
- Forms that tie into an online database that you can download the results into an excel spreadsheet?
- Feedback form
- Subscription form so visitors can subscribe or unsubscribe automatically to your email notices or e-newsletter. This ties into a text based database.
- Chat room – many companies use a password protected chat room for on-line conferences
- Bulletin Board
- Web Calendar that you can add and delete items from and sync with Outlook
- Full Content Management System –With our Full CMS system you can update content on all pages on site; add and delete pages and upload .pdf documents and photos. All of this is done through your web browser through a password protected login page. The only thing you cannot change is the site design and layout. You can do all of this without having to purchase any software or learn new software.

Our CMS system has a built in **text editor** that is similar to creating a document in WORD. This makes it very easy to format your pages the way you want. You can bold text, indent, add headlines and it's all WYSIWIG – what you see is what you get! We can add a style sheet that restricts the text editor to using the fonts and colors you want so you have uniformity throughout your site.



- Partial Content Management System – Do you need to make regular updates to only certain areas of your site and not every page of your site? Our Partial Content Management System enables you to make changes to certain pages or areas of your site via your web browser through a password protected login page. There is no software to purchase or to learn. This does not come with the Text Editor.