



## *PCS WORLD NETWORK, INC.*

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### Website Development Check List

Your Company / Organization Name: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Contact Person's Title: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Other: (\_\_\_\_) \_\_\_\_\_

Your Email Address: \_\_\_\_\_ **CONTACT: Sales / FAX # 619-527-4044**

This checklist was designed to assist you in developing a Web site specifically targeted to your individual business and marketing objectives. We will review this list step by step to understand exactly what your company needs in order to design and develop an effective Web site for you. Complete this form in as much detail as possible and return it to PCS World Network for a free evaluation and cost estimate.

#### 1. Purpose

What is your purpose in creating this Web site? There are many ways businesses can benefit from creating an online presence and it's important for you to take the time to decide exactly what your primary Internet marketing objectives are. We need to prioritize your needs, please check all that apply and number them in order of priority.

- To create an online presence for your company; electronic business card. A place where prospective clients and customers can come and learn about your company, products/services.
- To develop a qualified list of prospects for your products/services (generate targeted leads).
- To market to your existing customers/client base more effectively.
- To provide service and support to your customers/clients.
- To brand your products/services.
- To sell your products/services directly from your Web site.
- Other

**2. Tell Us About Your Business / Products / Service**

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**3. Domain Name**

Do you want your own domain name for your business? \_\_\_\_\_

What is your Domain Name: \_\_\_\_\_

**4. Target Market**

**Areas you are targeting (indicate what percentage of each market is appropriate)?**

- A \_\_\_\_\_ Local (by zip code or city) \_\_\_\_\_
- B \_\_\_\_\_ Regional \_\_\_\_\_
- C \_\_\_\_\_ State specific \_\_\_\_\_
- D \_\_\_\_\_ National \_\_\_\_\_
- E \_\_\_\_\_ International \_\_\_\_\_
- F \_\_\_\_\_ Country specific \_\_\_\_\_
- G \_\_\_\_\_ Language specific \_\_\_\_\_
- H \_\_\_\_\_ Other \_\_\_\_\_

**Groups you are targeting (indicate what percentage of each market is appropriate)?**

- A \_\_\_\_\_ Adult males
- B \_\_\_\_\_ Adult females
- C \_\_\_\_\_ Adult males and females
- D \_\_\_\_\_ Teenagers
- E \_\_\_\_\_ Baby Boomers
- F \_\_\_\_\_ Sports fans
- G \_\_\_\_\_ Outdoor enthusiasts
- H \_\_\_\_\_ Urban dwellers
- I \_\_\_\_\_ Real estate investors
- J \_\_\_\_\_ Other \_\_\_\_\_

**5 - Budget** – Your website is part of your business and should require a budget for development and maintenance, please indicate your budget for design and approximately what you feel you will need for maintenance. We will assist you in calculating your maintenance, if you need additional information

Your budget – total \$ allocated to web project \$ \_\_\_\_\_

Your budget for annual maintenance \$ \_\_\_\_\_

**6 - Time line**

When would you like to have your website completed? Approximate date: \_\_\_\_\_

**7 – Website Content**

*This is a sample list of website sections that display the content you want or you feel is necessary for your website to have for the visitor to review;*

- Splash Page \_\_\_\_\_
- Home Page \_\_\_\_\_
- About Us Page \_\_\_\_\_
- Contact Us Page \_\_\_\_\_
- Staff Page \_\_\_\_\_
- FAQ \_\_\_\_\_
- Member Section \_\_\_\_\_
- Links To Other Resources \_\_\_\_\_
- Employment Page \_\_\_\_\_
- Location / Maps \_\_\_\_\_
- Privacy Statement \_\_\_\_\_
- Calendar of Events \_\_\_\_\_
- Site Map \_\_\_\_\_
- Testimonials \_\_\_\_\_
- Photo Gallery \_\_\_\_\_

- Product Pages \_\_\_\_\_
- Forms \_\_\_\_\_
- Company Information \_\_\_\_\_
- Other \_\_\_\_\_

**8. Credit Card Processing**

- Real Time Online \_\_\_\_\_  
(For more info contact PCS World Network)
- Process Credit Cards Internally \_\_\_\_\_  
(Must have some type of merchant account)

**9. Hosting** – You will need a reliable, high-speed connection for hosting your site like to one we offer, If you know what specific type of hosting you need, please indicate below other wise, we will instruct you of the options available.

- \_\_\_\_\_

**10. Your Website Specifications and layout** - It is recommended that a design consultation take place with one of our professionals, who can assist and help you develop a “blueprint” for your project – if you do not have an idea of what you want, need, can have, etc Please take some time to review sites on the Web, within or outside of your industry, and select the highest quality sites in terms of function and design/layout. List these sites and describe why they appeal to you and how they relate to your project. (Make comments and/or provide a URL that represents what you would like in a specific area)

- Colors you would like for the website \_\_\_\_\_
- Images you would like for the website \_\_\_\_\_
- Logo Design you would like for the website \_\_\_\_\_
- Do you have a company slogan for the website \_\_\_\_\_
- 

**Web sites you like:**

**We sites you don't like:**

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

URL \_\_\_\_\_

**11. SEO (search engine optimization)**

- What pages do you want optimized, which include keyword rich content, page title, proper meta tags and header tags and keyword rich a lot tags on images. Please list pages below:

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- Do you want a site map
- Do you want "Clean URL's for dynamic Pages \_\_\_\_\_
- Do you want robot .txt files \_\_\_\_\_
- Do you want Google Site Map Protocol \_\_\_\_\_
- Do you want to install Google Analytics (traffic tracking) \_\_\_\_\_

**12. Comments:**

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