



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

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:

- 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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