



Get Started! Website Check List

This checklist offers a starting point to help you prepare for your website. If some of these words are unfamiliar, send an email to kymm@kymmcomm.com and I'll be happy to explain.

- Domain name is chosen and registered. Go to Dotster.com to check if your domain name is available and to purchase it for your business.
- My business logo is designed and in electronic format (.jpg, .gif, .eps, or .tif) You can scan your logo or ask a graphic designer for help.
- My business colors have been chosen. Typically two main colors with one accent color.
- My website will feel to me successful when it accomplishes these three things:
 - 1.
 - 2.
 - 3.
- I know who my customers are:
 - Primary:
 - Secondary:
- I think my customers will want to do these five things on my site:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- I know who my main competitors are:
 - 1.
 - 2.
 - 3.
- I know what my competitors offer their visitors on their websites
- I see three things that could be improved on their websites
 - 1.
 - 2.
 - 3.
- I am planning a budget:

Task	Cost
Domain registration (min. 2 years)	\$ _____
Web Host setup fees	\$ _____
Monthly Web hosting fee	\$ _____
Graphic design	\$ _____
Webmaster help	\$ _____
Search Engine Submissions and Ads	\$ _____
- I have a plan for updating my website consistently after it's done
 - How often will it be updated? _____
 - Will you add content? Change existing content? Describe your plan briefly.

 - Who will update it? _____