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This document contains common questions we review with clients seeking a website. We like to present these ideas before meeting to give you additional time to pinpoint what you want to get out of the website and direct your thoughts toward items we will need to create the website.

One of the first things that should be considered is why have a presence on the World Wide Web? The following are just a few reasons:

- Sell products or services
- Internet marketing via search engines or link exchange
- Supplement traditional marketing resources
- Answer frequently asked questions
- Provide an avenue for customer feedback
- Reach and serve a target market or demographic
- Build a community
- Generate sales leads
- Gain advertising revenue
- Reduce print and mail costs
- Disseminate information

Whatever your reason, please be prepared to answer the following questions:

## Website Goals

1. What is the goal of your website?
2. Who will be your potential audience?
3. What unique features of your business or organization should be highlighted by the website?
4. What kind of value do you plan to provide for your visitors to keep them coming back?

## Design Features

1. What overall theme or feeling would you like to establish for the website?
2. Do you have, or need, a business or organization logo for the website?
3. Do you have a particular color scheme to follow?
4. What other websites on the Internet do you feel your visitors might find appealing?

## Domain Name

1. If you do not already have a domain name you will want to give this some thought. To check a name for availability you may go to <http://www.betterwhois.com/>.