



# Site Planning Information

by MEGMIND® Web Service

## SITE PLANNING INFORMATION

The information below will assist you in determining the purpose of your website and developing it accordingly. Please contact us (see contact information at bottom of this page) if we can assist you in any way.

- (1) Research Trademark and Service Mark issues (see <http://www.uspto.gov>) before deciding on a domain name to use. It is never too early to consider the legal Trademark and Service Mark ramification for business and personal websites.
- (2) Prepare a detailed Website Goals Plan or Business Plan.
- (3) What is your website design and hosting budget?
- (4) How do you plan on marketing your website? What is your marketing budget?
- (5) The main purpose of the website is? Only chose one answer for this question. For example income generation, product/service knowledge, information resource, etc.
- (6) Other purposes of the website are? List all purposes in order of priority. There may be numerous purposes.
- (7) Look on the web for websites you like and why. Additionally, identify websites you do not like and why.
- (8) What type of overall appearance do you want your Website to project? For example artsy, professional, serious, humorous, some humor, etc.
- (9) What is the main purpose of the website home page? What impact or appearance do I want the home page to project?
- (10) What type of graphics do I want the site to have (i.e. static, moving, photos other graphics)?
- (11) Identify specific website page elements (i.e. colors, fonts, general website layout, navigation features, etc.).
- (12) Develop an outline or flowchart or story board of your entire website starting with your home page and branching out to all other pages.
- (13) I expect most of the website users will find out about the site by? For example word of mouth, advertising, search engine referrals, networking, professional referrals, etc.
- (14) Identify website users (i.e. demographics of website users, connection type, personal computers users, business computers users, PC or Mac computer users, browser uses, Palm PDA's and Pocket PC PDA's users, etc.)?
- (15) Copyright your finished website content (see <http://www.copyright.gov>) to include all text, pictures and images. MEGMIND® does offer this and most website services.

**MEGMIND® DELIVERS RESULTS, VALUE, AND OUTSTANDING CUSTOMER SERVICE™**

**Please contact us for any reason**

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