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Goals and Requirements for the Creation of Websites.

I recommend knowing the answers to these questions before beginning work on a website. Answer these questions as broadly as possible.

1. What is your Domain Name?
   If you do not have a Domain Name I can help you obtain one.

2. What are the primary goals of the site?
   (i.e.: to sell? inform? engage? educate? inquire? visits?, other)

3. Will site attract different audiences? Who are the primary and secondary audiences?
   (Describe interests, needs, skills)

4. What's the number one take-away?
   (Key message to convey content)

5. Existing content or new?

6. What existing images are available? Do you need to acquire images? Do you need a photographer to shoot pictures of your products, office, or staff?

7. Do we need to capture user data? e.g. email listing for special offers, memberships, affiliate program). What do we need to know? Why?

8. Is video going to be used intensively? For what end?

9. What information will change? Blog, news, announcements, tips and advice, etc. How often and how extensively?

10. Do you intend to use social media as a marketing tool? Which Social Media? E.g.: Facebook, Twitter, Flickr
    If you are not sure please ask us about how social media can be utilized to enhance your web presence.

Tone and Personality

11. What's the product position?
    (Include client's personality vs. competitors)

12. Describe product as if person
    (Serious? weird? young? reliable?...)

13. What areas are of interest to each audience?

14. What areas benefit from updating? Who?

15. Strength and weaknesses (compare to competition)

16. When does the site need to be completed?

17. Who will approve our work? What actions require approval?

18. Who will host and maintain the site?
    Luis Ramirez now offers managed hosting services exclusively to his clients.

19. What are the plans to promote the site?
    Who is responsible for this activity?

20. Is the site going to require a shopping cart? How many products do you intend to have
    for sale? How are you planning promoting your products?

21. What new areas or sections would you like to see included on the website sometime in
    the future? When?

22. Please include here any thoughts or comments you may have.