



INFO GUIDE CLIENT WEB SITE INFORMATION CHECKLIST

This checklist is to serve as a guideline for NetSenses' web site clients in preparing the information they want on their web site. No two companies are alike, nor should any two web sites be identical. However, this outline will help in organizing and focusing, which will ultimately lead to a well prepared and easily read final product. Please consider the following checklist:

I. **GENERAL OUTLINE:**

- A. **OPENING PAGE** - This is very important because it is the first information a visitor sees when your web site opens. We suggest providing an introduction to the web site here, but not making it too long or cluttered with images that may make it load slowly on some browsers. We provide links to the other pages/sections of your web site here.

- B. **PRIMARY PAGES/SECTIONS.** These areas are why you have a web site in the first place. Determine your primary areas of doing business and organize your products and/or services in a logical way for your visitors to find what they are looking for easily. We can propose methods for navigating between pages to improve that process and make sure those who use your web site do not get lost or confused. These pages can include links to other web sites to incorporate information available there with yours. Examples:
 - 1. Main products for sale;
 - 2. Main services offered

- C. **SECONDARY PAGES/SECTIONS.** Often companies will provide information as a public service or for educating their current and prospective customers. We can organize this information to compliment and link with your primary pages. They can be used as an additional draw to your web site via registration with search engines. Examples:
 - 1. Office and staff listing;
 - 2. History of the company;
 - 3. General industry or product information
 - 4. Links of interest
 - 5. Maps and/or directions to your office(s).

- D. **CONTACT PAGE(S)** - Possibly the most important function of your web site is providing a means for your visitors to communicate back to you. There are several methods for accomplishing this. We encourage companies to have basic contact information, such as phone number & mailing address, on each page in case that page is printed separate from others. We also include a page with detailed main contact info showing

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office address, phone and fax numbers, e-mail addresses and links.

Examples:

1. Main contact page;
2. Guest book - use this as a guest book for people to sign up to be on your e-mailing list;
3. Feedback forms - get information about your visitor and have boxes available for comments and/or questions to be submitted to you.

E. SPECIAL FEATURES PAGES -

1. Some companies provide discount coupons that are available only through their web site. This can be as simple as a page containing a printable coupon for presentation with a purchase. Or we can create a form to be completed first, submitting vital information to you about your prospective customer in advance.
2. Another special use may be online registration for services or events.
3. E-commerce - purchase products or services directly through your web site.

II. TEXT:

Once you have a feel for the general outline of your web site, each page needs a draft of the information you want presented on it. This does not need to be in a final form when submitted to us. We will be formatting it and possibly making some editing suggestions considering any limitations the Internet imposes.

To the extent possible, please provide the text you want to see on each page. We can format it to work on the pages and provide editorial suggestions if requested but you know what you want to say better than we do. You can send this information to us in a word processing format or by fax, in which case we would scan it into an editable text that saves time.

III. PHOTOS AND/OR IMAGES

If you already have photographs that can be used, that would be fine. If not, we can provide help in that regard, if you need it.

IV. TEMPORARY PAGE

Typically we will set up a temporary "under construction" page on your web site while developing the full version in a preview location only accessible to you and us. If you have specific information (like name, address, logo, contact info, etc.) which you would like to see on this "under construction" page, please furnish us that. Often a brochure can be used as a source of this information.

V. HINTS

These suggestions may be a few ways to make your tasks easier in this process, and maybe ours as well.

- A. Use search engines to find existing web sites online which you consider to be good examples of how you would like to see yours created. Look for "like businesses" in other areas of the country to get ideas about how to design your web site. If your competitors have web sites, find them and critique what you like and dislike about them (just their web site, please). Providing us this information helps greatly in developing your web site as you want it.

- B. When you have compiled your information, please submit as much as possible in an electronic format. This saves us time (and you cost) when we transform that into your web site. We can scan, or retype, printed documents into editable text but that would not be our preference. Likewise, we can scan images, and will, but it, too, can be time consuming.

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TYPICAL PAGE INFORMATION:

1. Page title:
2. Text:

3. Images:

	Name	Description
1.	_____	
2.	_____	
3.	_____	
4.	_____	
5.	_____	

4. Links of Interest:

Name	URL (web address)

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