



## THINGS TO CONSIDER WHEN CONCEPTUALIZING YOUR WEBSITE

How do you want your visitor to use this website? Who is your target audience?

Do you have a hosting preference? Do you have an existing domain name and hosting provider?

Do you need a Content Management System to update this site in-house? Do you have the staff available for training and are they able to maintain the site on a regular basis?

What is the primary focus?

Information Delivery, sell products or services, generate leads, create a community, all of the above, define a different focus

What are your goals for your website?

Financial, generate leads, promote visibility of your company, become known as an expert in your field, drive traffic to an alternative site, donations, community resource

How do you want to present your business?

Does this concept match your specialization and/or goals?

Make a list of words that describe the "feel" you want to evoke with your website  
Modern, Trendy, Ethereal/Relaxing, High-Tech, Fast-Paced, Intelligent, Powerful, etc.

Where will you get the content/information for your website?

Do you create it? Do you need for Porphyrion to write copy? Do you have brochures, articles, whitepapers, press releases, have you been featured in publications, etc. to glean text from?

Do you have an existing color scheme? Logo? Do you need this developed?

If you do have a color scheme and/or a logo try to obtain the Pantone colors and a vector (.eps, .ai, etc.) file of your logo. If you do not have these developed what print materials do you currently use (business cards, brochures, etc.)?

Are you currently using social media, blogs, etc.? Do you have any industry affiliations and/or other possibilities for cross-linking your site?

If you plan to sell online have you considered how to process your orders? Have you contacted your bank to see if they have a system that can be integrated with your current accounts? Are you opposed to PayPal or other online payment options?

How will you support your site? Do you have the staff to man this support?

Email, tracking support, knowledgebase, phone support, chat, etc.

What type of photography and graphics will you include?

Company archive of photography, need to hire a photographer or have Porphyrion provide photography, have in-house staff to provide photography

Will you include video or audio? If yes what format or sources do you have? Do you need to outsource this technology? Do you need Porphyrion to assist with storyboarding and arranging a shoot or voiceover artist?

Will you offer additional features on your site?

Forums, message boards, chat, blog, rss feed, e-newsletters, build a database of information from user input, inquiry forms, mapping capabilities, social media integration, mobile compatibility, etc.

