

# QuickStart Worksheet

**This worksheet will guide you in the early stages of the development of your Web site.**

## Target Audience

**Who is your target audience?**

## Goal Setting

**Besides online sales, what other goals do you have for your Web site? I have defined up to 15 goals and there are many more.**

## Needs Checklist

**Checklist of skills, equipment and tools you will need to set up your site.**

	Need	Already Have
Skills		
Equipment		

Software		
Content		
Other		

## Domain name

**If you don't have your domain name chosen, brainstorm some ideas here. Consider their Search Engine Optimization potential and how they relate to your keywords. Check <http://www.betterwhois.com> to see if the name you have chosen is taken. In ShowCase <http://www.fine-wire-jewelry.com/showcase>, we detail some of the pitfalls in choosing where to buy your domain name.**

## Hosting

**The best way to choose a host is by word-of-mouth. Another way is to look at sites you like to see where they are hosted. Your list of features you need on your site including guest book, gallery, shopping cart, etc. will dictate your hosting needs. We have full information on questions and possible problems to look out for when choosing your hosting.**

## Design

**Appearance - Notes on color, font, banner graphics. This will be the first impression visitors have of your site.**

**List your first 4 pages - Consider doing this as an outline so you can translate it to a navigation system easily. ShowCase details the pages you must have or should have on every Web site.**

**Draw an organization chart - Show how your pages link together**

**Schedule for the site - Remember that not all pages must be introduced at one time, and only finished pages must be published.**

## Creating the site

**Navigation - Sketch a link list and how you will position it.**

**Content - What will be on each page? (Text and Graphics)**

## Marketing

**List ways to attract visitors to your site. We have a chapter on site marketing in ShowCase. A list of more than 115 site marketing tips is one of the subchapters**

## Maintenance

**Detail what parts of your site needs to be maintained and give some thought to a maintenance schedule - full information on this as well as a maintenance worksheet is in ShowCase.**