

Budget Conscious Website

✓ Checklist

Use this checklist to help you gather and develop the content needed to build your site. Once gathered, the information should be emailed to tim@topstepdesign.com and your site will be ready to go in no time!

Text

- About us Page - In one or two paragraphs, describe your business and what makes it great. Try to highlight some of the unique qualities, services or products that distinguish you from the competition. If you need help putting it into words, let us know. We can help.
- "Menu" Page - This page can be adapted to be a Products page or a Services page, depending on your business. Describe your products or services in as much detail as one page would allow.
- Location Page - Carefully describe where your business is in relation to the nearest heavily traveled roads. (e.g. Route 90, etc..)
- Contact us Page - Provide full contact information: Contact name, address, phone #, fax #, cell #, email address, etc..
- Tagline - Provide any tagline or slogan that you would like to use with your site.

Graphics

- Template - Indicate which template you would like your website to follow. If you need to see full size versions, see this web page: www.topstepdesign.com/budgetwebsites.htm
- Colors - What accent colors would you like to use on your website? Primary color? Secondary Color?
- Logo - Email us a digital version of your logo. Don't have it? Just send the contact info of the designer or print shop where we can get it.
- Photos - Collect all your relevant pictures, either digital or prints. Don't have anything decent? We can shoot some for a very reasonable fee.



Metatags

Metatags are invisible words and phrases which internet search engines use to find and identify your site.

- Description - This is the short sentence that appears next to your name in search engine results. It should be a brief description of business highlighting some reasons why people would want to visit your site. Strictly limited to 128 characters including spaces.
- Keywords - Make some educated guesses of what words people will enter in search engines to try to find your business. Include your business name, city, and notable products or services. Also include 2-3 word phrases. Strictly limited to 256 characters, including spaces.

Hosting

- Domain Name - If you already have a registered domain name, include that. If you need us to register your name, please send your first and second choices. (e.g. "vinnysdeepdish.com")
- Hosting - If you would like us to host your site, we can register your name and provide the first year of hosting for an additional \$150. If you already have a host, let us know and we will work with them to make sure your site is working flawlessly.

Need other marketing materials?

Web is only a small part of what we do. Whether you need a logo, a business card, or a menu, we can help tie your whole presentation together.

Call Tim today **208.683.3000**

www.topstepdesign.com

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