



Some things to consider when planning your web site.

Type of web site

What type of web site do you need?

- **Personal:** A blog, photo gallery, calendar etc.
- **A business brochure site:** A static online version of a brochure, giving basic information for services/products, contact information, location, hours etc. Artist's gallery sites are another example.
- **An online shopping cart:** Presenting products online with the ability for the customer to order and pay online. Site owner or a fulfillment house completes the delivery process.

Domain name

Do you have a domain name, or suggestion for one? The domain name or "URL" is your address on the internet, ie: www.yourname.com. (The registration options are 1, 2, 5 & 10 years at a time.)

Hosting

Who will be hosting the site? A "host" is a company that "serves" the actual site to the viewers. Some hosts will include the domain name registration in the hosting costs.

Type of business

What is your type of business, and who are your clients? The anticipated viewer demographic data can affect the type of web site that is created. Are your viewer's likely to be very web-savvy with the latest hardware/software, or is your target audience going to have limited resources or computer knowledge?

Content

How much information do you plan to present on the web site? Are you showing image galleries? Or do you have a large amount of text/data that needs to be searchable on the site? Do you require a database-driven site with administrative privileges for updates?

Forms

Do you need to gather data about your viewers? An online form can collect email address and other data of viewers interested in your products.