

Client preparation - information gathering

There are a few initial questions that you must ask yourself and/or colleagues before embarking on having a web site created. These questions will form the basis of the design brief and make it clear to all concerned where you are headed.

Questions that you must ask:

- ✍ what are the objectives/goals/purpose of your site
- ✍ what do you hope to achieve
- ✍ is it a marketing tool
- ✍ who is your target audience
- ✍ can you use your current school/business logo/s
- ✍ do they need to be updated
- ✍ are there any other web sites you like the look of
 - ✍ colour schemes
 - ✍ navigation system
 - ✍ images
 - ✍ text
- ✍ make a list of the type of pages and number for your web site
- ✍ map out how you think it should be structured
- ✍ create and develop the content for each page - in MS WORD or Lotus Word Pro
- ✍ What contact details do you wish to have
 - ✍ address
 - ✍ email
 - ✍ phone
 - ✍ fax
 - ✍ individual employees?
 - ✍ sales reps
- ✍ Collect images (photos, brochures, logos etc) and any other material that may have to be scanned
- ✍ do you need links to other sites