

The small numbers in parentheses refer to helpful notes on the last page.

Describe your business (or purpose for your website) in 25 words or less ⁽¹⁾:

SELLING:

Will you sell tangible goods, either directly from your website or through an affiliate program? ⁽²⁾ (tangible goods includes downloadable items)

- a) Yes, I will sell from the website and ship from my place of business
- b) Yes, I will sell through a third party, but ship from my place of business
- c) Yes, I will sell from the website and drop-ship from other sources
- d) Yes, I will sell through an affiliate who will also process the shipping.
- e) Yes, I will sell using another method _____
- No, I will not sell tangible goods.

Approximately how many products will you be selling? _____
From 1 being low to 10 being high, how important are photographs of what you are selling? _____

Will you sell services, or other non-tangible items?

- a) I will sell services that are uniformly priced (e.g. flat rate)
- b) I will sell services that are priced by quotation
- c) I will sell services that are priced by subscription
- d) I will sell services by another method
- No, I will not sell services

Approximately how many services will you be selling? _____

If you will not be selling tangible goods or services of any kind:

- I intend to make revenues by posting advertising on my website
- I do not intend to make revenues directly from my website.

From 1 being low to 10 being high, how important is it to CLOSE the sale on the visitor's FIRST visit to the site? _____

ANCILLARY:

How do you plan to encourage people to visit your website?

- I will advertise on other websites
- I will advertise in other media (newspapers, magazines, television, radio, etc.)
- Through socialization and viral methods ⁽³⁾

- Through link exchanges or affiliates ⁽⁴⁾
- Through search engines (Google, Yahoo, MSN, etc...)
- Other methods

Content:

Please check all of the appropriate items below:

- I am an acknowledged expert in my field or business
- I am extremely knowledgeable in my field or business
- I have an existing large customer base
- I have an existing small customer base I'd like to grow.
- I am just starting out, and have a limited or no customer base
- I write well, and can provide literate content regarding my field or business
- I know my business, but writing about it is not my forté.
- I thoroughly understand the target demographic of my field or business
- I understand a little about the target demographic
- I don't really know my target demographic
- I understand how my target demographic uses the web
- A large part of my target demographic uses iPods and MP3 players
- A large part of my target demographic uses cell phones and PDAs ⁽⁵⁾ to browse the internet.
- I am an expert in graphics and design
- I can maneuver my way around a Photoshop-type graphics program
- I can take digital photos, and do a little editing
- I can take photos, but don't know what to do next
- I want to use stock photography

Specialized Needs:

- I need an event calendar ___ visible to the public ___ not public
- I need a secured members only area
- I need a photo/art gallery
- My visitors must be able to upload files
- I need a discussion forum or bulletin board for social interaction
- I need to provide live on-line help for my website visitors
- I need mailing list and/or newsletter subscription capability
- I need surveys and polls
- Other special needs:

Budgetary:

- I want minimal up-front capital investment

- I want a monthly pay-as-I-go plan
- I want to pay everything up front
- I don't have a financial plan for my web presence
- I already have my own servers and a commercial internet account

Technical:

Check all of the appropriate items below.

- I am a proficient programmer in the following languages:
 - HTML
 - XHTML
 - CSS
 - Java Script
 - .ASP/.NET
 - PHP
 - Perl
 - Other
- I am proficient in the use of web authoring tools:
 - Microsoft FrontPage
 - Macromedia Dreamweaver
 - Microsoft Expression Web (or SharePoint Designer)
 - Nvu
 - Other
- I am proficient in the use of the following database engines
 - MySQL
 - Oracle
 - Microsoft SQL Server
- I have a clear understanding of the following concepts.
 - Content Management Systems
 - Collaborative Software
 - Weblogs
 - Podcasts
 - Streaming Media (video, audio)
 - Open Source/GNU
 - Linux
 - Unix
 - Front Page Extensions
 - Microsoft SharePoint

Notes:

- (1) Before you begin, it's imperative to have a clear, concise definition of what you do. If you can't boil it down to 25 words or less, it will be difficult to define a web image that must catch your buyer's attention in seconds.
- (2) Examples:
 - a) You sell collectibles from your physical location, you do the packing, shipping, and billing.

- b) You sell various items through a company like eBay. They collect for you and handle the billing transactions. You ship the goods on receipt of payment confirmation.
- c) You sell items and bill for them, but don't maintain inventory. The items are shipped from a third party when ordered.
- d) You have a product, like a book, CD, DVD... that is sold through a company like Amazon.com or Lulu.com who handles both billing and shipping. You collect royalty payments, or other payments from the vendor after the sale.
- (3) Socialization and viral methods include weblogs (blogs), podcasts, streaming video, and other interactive methods in which your visitors can participate in making a trip to your site a social event.
- (4) Link exchanges result when two websites agree to place hyperlinks that point to the exchange partner's website(s). Affiliate programs normally pay commissions to sales made based on links from other websites.
- (5) PDA, or personal digital assistant. Common PDA's are Palm products, hand held computers, and Black Berry communications devices.