

Advanced Web Design

<http://www.advancedwebdesign.com>

Dear Friend,

Many people who are planning a web site project aren't sure where to begin. In my experience, folks just aren't aware of current technology, options and trends. May I suggest that you start by asking *yourself* some good questions before doing anything else. Please take a moment to review the following points. Then contact a professional to discuss anything in the list that may interest or concern you. Many of these topics are covered in my articles. To browse articles relating to web design and web site management, visit the Advanced Web Design web site.

Sincerely,
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President, Advanced Web Design
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Web Design

- What is the purpose of your web site? To sell your product? To generate sales leads? Or both?
- Do you have lots of interesting content prepared for your web site?
- Have you given thought to a color scheme? What colors would likely be effective for your given audience? What colors will convey the right image of your organization?
- Does your organization use any special fonts? Will those fonts be readable on a computer monitor? Will your visitors be able to read your text copy easily?
- Do you have pictures that you would like to use? Would you like the designer to find suitable images for you? Would you like digital photos taken for your web site?
- Would you like to use top or left navigation? Or Both? How about using dynamic or menus? Drop down? Fly out?
- Would you like your site to look lively? Or elegant? Or minimalist?

eCommerce

- How many products do you wish to sell?
- How will you accept payment? Credit cards? Or PayPal? Or both?
- Would you like to control your product information?
- Do you need a very professional looking store? Or are you just a hobbyist?

Content Management

- What kind of content are you looking to manage? Product listings? Or news Articles? Or just a few pages? Or a fully interactive web site?
- How much time are you willing to invest managing your web site?
- What kind of computer skills do you have?

Web Programming

- What functions would you like your web site to perform?
- Take feedback from visitors? Or record visitor comments? Or take polls?
- Get newsletter subscriptions? Take RSS or news feeds?
- Display random images or image rollovers?

Web Site Promotion

- Would you like to invest money in web site promotion? Is search engine traffic important to you? Would you like your web site optimized for search engines?
- Are you interested in exchanging links with others? Would you like to link to important resources on the Internet?
- Would you consider pay per click (PPC) advertising? Or paid inclusion directories?
- Would you like someone to submit your web site to free directories?

Domains & Hosting

- Do you already have a domain name? Is it memorable and easy to use?
- Is the domain name you want available? Would you like help choosing a domain name?
- Do you have hosting arrangements in place? Would you like someone to make arrangements for you?
- Is your current host reliable? Do you get good customer support? Do you get features such as account management and web tracking logs and information?