

First Aid Business Solutions Website Development Checklist

Website Marketing Objectives

What is your primary objective with the site?

- Establishing your credibility
- Describing your products or services
- Completing sales transactions
- Offering customer service and support
- Communicating company identity or branding

What are your secondary objectives?

- Search engine friendly
- Generate repeat traffic
- Encourage referrals from visitors
- Create an online community
- Increase customer loyalty
- Encourage visitors to stay and visit other aspects of the website

How do you expect to use the site?

Who is your target audience?

How will your target audience access the website?

- Desktop Computers
- Mobile Phones
- Tablets

What do you believe your target audience is looking for?

What questions are your customers constantly asking you?



Website Look and Feel

Provide a minimum of three(3) websites that have the look/design you are looking for.

Provide websites that have the look we should avoid, if any.

What do you like or do not like about the websites provided?

Which colour(s)/theme do you prefer for your site? Three (3) colours minimum.

Can you provide us with quality images of staff, services, or products?

Yes

No

If no, a photo shoot is recommended.

Do you have any vendor supplied photos or graphics you are authorized to use?

Yes

No

Do you have a logo?

Yes

No

If yes, do you have a digital copy of the logo? (.psd, .jpeg, .png)

Yes

No



FIRST AID GROUP[™]
INTERNATIONAL

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Mandeville P.O

What is your tag line, if any?

How would you describe your business in one sentence?

Website Content

Do you have any existing written content that we can improve or continue on?

Yes

No

If yes, select materials that apply:

- Hard/Soft copy brochures
- Client presentations
- Customer letters
- Information flyers
- Case studies
- Customer testimonial letters
- Resumes
- Other

What menu options makes sense for you? Some common choices:

- Home
- Services
- Products
- Portfolio
- Testimonials
- FAQs
- Blog
- Resources
- About us
- Contact us



Search Engine Optimization

What search terms do you expect your customers will use to find you? Eg. 'hospital in madeville', 'garden', 'health'

What search engines will they be using?

Google
Bing
Yahoo
Other

What organizations, companies or sites would be valuable resources for you readers? Three (3) minimum.

Technical Details

Do you have you a registered domain name?

Yes
No

If yes, name registrar :

Do you have a web hosting account?

Yes
No

If yes, name host/provider:



Website Maintenance

How regular would you want your website to be updated?

- Daily
- Weekly
- Bi-Weekly
- Monthly
- Annually

Which aspects of the website do you believe would require updating?

Timing/Delivery

By what date would you want the website to be completed/launched?

N.B,

Delivery of website is usually two (2) weeks after content is submitted and a deposit is made by client.

