



**ETERNITY WEB**  
DEVELOPMENT

## **FREE SITE PLANNER**

Prepared by Eternity Web

Revision 1.1

Developing a web site can seem very complicated.  
That is why we created our unique "Site Planner" that allows you to easily  
formulate your thoughts for the path ahead.

## BUDGET

Identify your budget. While you do not always need to share your budget with your web developer, it is very important to go in to the process with a defined budget in mind. This will allow you to justify what items are top priority and what items can be phased for later development.

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## FOCUS

Create a single focus and stick with it. While you might want to fill your home page with dozens of buttons and things to click on. Try and pick one major focus and stick with it throughout the site. This will encourage your customers to take the 1 main call-to-action that you are hoping for.

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## TARGET AUDIENCE

Define your target audience clearly. It is important to know this before going into your web site project as it will determine how the site looks and functions. **Don't design a web site for yourself.** As much as you may like that scrolling animated news feed in comic sans font, you will spend little time visiting the web site compared to your audience (who really matters).

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## DECISION MAKER

Choose just one person to make final decisions during the project. Having multiple people involved in your web site project is fine, as long as one person is defined as the "filter" if you will, for the entire group. This will greatly reduce mixed thoughts and ideas being directed to the web developer.

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## DOMAIN NAME

If you do not already own a domain name for you web site. Choose a short and easy to remember domain. Avoid using dashes in your name. Eternity Web can assist you in registering a domain name for your organization.

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## HOSTING

Hosting is where your web site will live. You'll need to make sure that is secure and reliable. Also be sure to check into data backup. Servers are computers, and computers sometimes die. Make sure your host has a backup and recovery plan to ensure your web site the most uptime. When you have a web site developed at Eternity Web, we will provide you with all of your hosting needs with our data center in Dallas, Texas where your files live safely and securely. We have server uptime monitoring and are notified immediately of any outage 24/7. Our average uptime is 99.6%, ensuring you do not need to worry about your web site going down. All of your data stored on our servers is securely backed up daily, and in the event of a complete server failure, your web site would be restored in 1-4 hours.

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## EMAILS

Create a list of email addresses you will need. Develop a simple sheet to fill out to list your staff names and email addresses. Determine how your email will be hosted. If you do not already have an internal email server setup, do not worry, Eternity Web provides email hosting if needed and will guide you through setting everything up.

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## SITEMAP

Create a sitemap for the pages of your site. This very basic process will help you better to understand the pages needed for your site and allow us to have an overview of your site. There are many great tools to create a sitemap for your site. One of our favorites is <http://www.writemaps.com>

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## LOGO

Obtain your logo from your graphic designer. If you have a logo, chances are a graphic designer created it. Asking them for the following file formats will ensure it works with your new web site. (.ai, .eps, .tiff, .pdf, .jpg). If you cannot contact your graphic designer, think about the items that currently have your logo on them--then check with the company that made your vehicle graphics, t-shirts or the printer that did your business card to see if they still have your logo on file. If you do not have a logo, or if you are still using clipart as your logo, Eternity Web can help you create a unique logo for your business.

## TEXT CONTENT

No matter how small your web site may be, consider hiring a copywriter. Be honest with yourself--are you really going to have time to write everything? Text content is the number one under-appreciated portion of any web site. Professionally written content will make or break a web site from your customers perspective. Also, collect any forms or applications in Microsoft Word or PDF format.

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## PHOTOS

Professional high resolution photos are so important for any web site. Your web designer may be able to design the most stunning new look for you, but with bad photos, it will not make a difference. Consider hiring a skilled photographer or visit the following stock photo web sites. <http://www.iStock.com>, <http://www.photopress.com>

If you already have photos you want to use, be sure to check with the photographer who took them to ensure you can use them on the web without legal recourse. Some photographers or stock web sites require that you provide a link back to them on your web site. Some require you to purchase an additional license in order to use their photos on the web. If you are not certain of the copyright on an image you want to use, it is best to get a different image then risk a copyright infringement lawsuit down the road.

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## MARKETING MATERIALS

Obtain business cards and brochures from your graphic designer. The following formats are ideal if you can get them. (.ai, .eps, .tiff, .pdf, .jpg). It is very important that your web site matches the rest of your branding. This is also a good time to think about your branding--if you aren't satisfied with the image conveyed by your logo, business cards, brochures and signage, now might be the time to redesign those as well.

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## BEST PRACTICES

Research best practices for the web (screen resolution, fonts, colors, navigation). While you may be viewing your web site on a wide screen Apple cinema display, not all users will see what you see. There are many standards to keep in mind when designing for the web.

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**VISIT**

Look at other web sites, including your competition and sites that you like. If you are looking for some design inspiration, check out our [Design Blog](#).

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**SHOP AROUND!**

Don't be afraid to shop around. Prices can also be deceiving on estimates so review them carefully and make sure to ask lots of questions.

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All the best,  
*The Eternity Web Team*

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