

What to Provide the Web Vendor

The website plan document	_____
Navigation outline	_____
Content for each page	_____
Style guide	_____
Logo in digital format	_____
Website images	_____
The Great Website Qualities list	_____

Great Website Rules List

- A website needs to establish trust.
- A website needs to make the visitor's life better in some way.
- A website should offer the visitor a clean, simple and easy experience.
- A website should not make the user think unnecessarily.
- A website needs to make you and your business look professional.
- A website needs to clearly show your visitors the way to accomplishing their goals without being confusing.
- A website needs to help visitors easily find what they need and then ask them to take an action.
- A website needs to pass the AIDA test: Attention, Interest, Desire, Action.

Great Website Qualities List

Design and Content Qualities

- Uses Web conventions
- Appealing to the eye of your audience
- A look-and-feel appropriate to your subject and audience
- Consistent navigation, look-and-feel and organization
- Easy to use, easy to read
- Easily navigated and well organized
- Clear and concise navigation labels that compel people to click
- Easily searchable
- Has quality, original content that grows over time
- Well-written copy with no grammar, spelling or punctuation mistakes
- Content written for the user and not you
- Text, not just images, and text links, not just buttons
- A phone number, logo and tag line on every page

Technical Qualities

- Loads in browsers quickly
- Looks the same across platforms and browsers
- Has no broken links or images
- Never crashes
- Has form validation
- Is interactive, and the interactivity works properly
- Does not require browser plug-ins to view properly

Marketing Qualities

- Attracts first-time visitors
- Is ‘sticky’—keeps the visitors from leaving

- Impels people to return later
- Obtains new leads for you regularly by building your prospect e-mail list
- Converts visitors into customers at a high rate
- Builds your brand
- Evokes emotion
- Makes sales
- Has text links to all important pages
- Has a terms and policies page
- Has a phone number or other way to contact you
- Has your business tag line
- Is search engine optimized