



**PURPOSE OF WEBSITE**

**OBJECTIVES**

<p><b>ADVERTISING PRODUCTS / SERVICE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> DETAILED INFO</li> <li><input type="checkbox"/> VIRAL MARKETING</li> <li><input type="checkbox"/> ARTICLES &amp; PRESS RELEASES</li> </ul>	<p><b>SELLING PRODUCTS / SERVICES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> DETAILED INFO</li> <li><input type="checkbox"/> RETURN POLICIES</li> <li><input type="checkbox"/> GUARANTEES / WARRANTIES</li> <li><input type="checkbox"/> SHIPPING OPTIONS</li> <li><input type="checkbox"/> SHOPPING CART</li> <li><input type="checkbox"/> SHOPPING CART POPULATION (25 ITEMS)</li> <li><input type="checkbox"/> SHOPPING CART POPULATION (ADDITIONAL)</li> </ul>	<p><b>CUSTOMER SERVICE / SUPPORT</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> FAQ</li> <li><input type="checkbox"/> PAY YOUR BILL ONLINE</li> <li><input type="checkbox"/> PROVIDE EASY WAY FOR CUSTOMERS TO SOLVE THEIR PROBLEMS</li> <li><input type="checkbox"/> CONTACT INFO FOR SUPPORT</li> </ul>
<p><b>PROVIDING PRODUCT OR CORPORATE INFORMATION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> FAQ</li> <li><input type="checkbox"/> MEDIA CENTER: PRESS RELEASES, CORPORATE BACKGROUND, KEY PERSONNEL, ARTICLES, GALLERY OF RELEVANT PICTURES THAT MEDIA CAN USE, DIRECT LINK TO COMPANY'S MEDIA PERSON</li> </ul>	<p><b>CORPORATE IDENTITY OR BRAND AWARENESS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> EXISTING LOGO</li> <li><input type="checkbox"/> ASSOCIATED COLORS</li> <li><input type="checkbox"/> SLOGAN</li> <li><input type="checkbox"/> OFFLINE PROMOTIONAL MATERIALS</li> </ul>	<p><b>OTHER PRIMARY OBJECTIVES</b></p>

**OTHER CONSIDERATIONS**

<p><b>SEARCH ENGINE FRIENDLINESS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> PAGE COPY</li> <li><input type="checkbox"/> PAGE TITLES</li> <li><input type="checkbox"/> META KEYWORDS</li> <li><input type="checkbox"/> META DESCRIPTION</li> <li><input type="checkbox"/> META ROBOTS, INDEX, FOLLOW</li> <li><input type="checkbox"/> HEADER TAGS</li> <li><input type="checkbox"/> SEARCH LOCALIZATION</li> <li><input type="checkbox"/> ALT TAGS</li> <li><input type="checkbox"/> HEADER TAGS</li> <li><input type="checkbox"/> HYPERTEXT LINKS, ANCHORS</li> <li><input type="checkbox"/> DOMAIN NAMES</li> <li><input type="checkbox"/> FILE NAMES</li> </ul> <p>PAGE TITLES, META KEYWORDS AND META DESCRIPTION DIFFERENT ON EACH PAGE?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>	<p><b>ENCOURAGE REPEAT TRAFFIC</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> CONTESTS &amp; COMPETITIONS</li> <li><input type="checkbox"/> CARTOONS, JOKES, TRIVIA</li> <li><input type="checkbox"/> GAMES</li> <li><input type="checkbox"/> ADVICE COLUMNS</li> <li><input type="checkbox"/> WHAT'S NEW PAGE</li> <li><input type="checkbox"/> TIP OF THE DAY</li> <li><input type="checkbox"/> BOOKMARK THIS PAGE</li> <li><input type="checkbox"/> CALENDAR OF EVENTS</li> <li><input type="checkbox"/> REMINDER SERVICES</li> <li><input type="checkbox"/> BLOG, PODCAST</li> <li><input type="checkbox"/> ONLINE CHAT SESSIONS, WORKSHOPS, FORUMS, DISCUSSION GROUPS</li> <li><input type="checkbox"/> SPECIAL GUESTS</li> <li><input type="checkbox"/> GIVEAWAYS</li> <li><input type="checkbox"/> SURVEYS</li> <li><input type="checkbox"/> COUPONS AND DISCOUNTS</li> <li><input type="checkbox"/> SPECIALS AND PROMOTIONS</li> <li><input type="checkbox"/> EMPLOYMENT OPPORTUNITIES</li> <li><input type="checkbox"/> USEFUL LINKS</li> <li><input type="checkbox"/> OFFLINE TACTICS - PROMOTION</li> </ul>	<p><b>VIRAL MARKETING ELEMENTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> WORD OF MOUTH (TELL A FRIEND, SEND THIS COUPON TO A FRIEND, RECOMMEND THIS TO A FRIEND...)</li> <li><input type="checkbox"/> PASS IT ON – CUSTOMERS FORWARDING YOUR EMAILS TO FRIENDS</li> <li><input type="checkbox"/> PRODUCT OR SERVICE BASED – FREE TOOL USED ONLINE THAT INCLUDES IMBEDDED MARKETING MESSAGE</li> </ul>
<p><b>LEVERAGE SALES FORCE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> AFFILIATE OR ASSOCIATE PROGRAM</li> </ul>	<p><b>PERMISSION MARKETING</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NEWSLETTERS</li> <li><input type="checkbox"/> WARRANTY REGISTRATIONS</li> <li><input type="checkbox"/> CONTESTS</li> </ul>	<p><b>CUSTOMER LOYALTY</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> MEMBERS ONLY AREA</li> <li><input type="checkbox"/> E-CLUB WITH OFFERS / DISCOUNTS / FREEBIES</li> <li><input type="checkbox"/> PERMISSION MARKETING</li> </ul>

<p><b>INCORPORATE STICKINESS – ENCOURAGE VISITORS TO STAY A WHILE AND VISIT MANY AREAS OF THE SITE</b></p> <p><input type="checkbox"/> ADVICE COLUMN</p> <p><input type="checkbox"/> DESCRIPTIONS OF PRODUCTS</p> <p><input type="checkbox"/> DISCUSSION FORUM</p> <p><input type="checkbox"/> NEWS SECTION</p> <p><input type="checkbox"/> WEEKLY CONTEST</p>	
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**NEEDS, WANTS, EXPECTATIONS OF THE TARGET MARKETS**

	NEEDS	WANTS	EXPECTATIONS
<b>MAIN TARGET MARKET</b>			
SEGMENT 1:			
SEGMENT 2:			
SEGMENT 3:			
SEGMENT 3:			
<b>OTHER TARGET MARKETS</b>			
EXISTING CUSTOMERS	<input type="checkbox"/> Yes <input type="checkbox"/> No		
ASSOCIATES	<input type="checkbox"/> Yes <input type="checkbox"/> No		
AFFILIATES	<input type="checkbox"/> Yes <input type="checkbox"/> No		
MEDIA	<input type="checkbox"/> Yes <input type="checkbox"/> No		
INVESTORS	<input type="checkbox"/> Yes <input type="checkbox"/> No		

COMPETITORS:		
	COMPANY	WEBSITE ADDRESS
1		
2		
3		

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## WEBSITE HOSTING

### Existing Domain Status

URL #1:http://www.	Registered with:	DNS U/N	DNS PW
URL #2:http://www.	Registered with:	DNS U/N	DNS PW
URL #3:http://www.	Registered with:	DNS U/N	DNS PW
Existing Hosting Have Statistics? <input type="checkbox"/> Yes <input type="checkbox"/> No	Stats URL:		
Domain Transfer Required? <input type="checkbox"/> Yes <input type="checkbox"/> No	Transfer to be effected by ?		
IXI arrange for hosting ? <input type="checkbox"/> Yes <input type="checkbox"/> No	Splash Page Needed: <input type="checkbox"/> Yes <input type="checkbox"/> No		

### New Domain Requirements

Is customer requesting Domain Name(s)? <input type="checkbox"/> Yes* <input type="checkbox"/> No IF Yes, what names?	1: http://www.
2: http://www.	3: http://www.
Web Hosting: <input type="checkbox"/> E-mail <input type="checkbox"/> Stats <input type="checkbox"/> Non-Secure <input type="checkbox"/> Secure <input type="checkbox"/> Database Hosting:	

\* Customer is responsible for renewing Domain Name after initial domain expiration date expires.

### E-mail Addresses

Customer has existing mail server: <input type="checkbox"/> Yes <input type="checkbox"/> No IF Yes, customer will send us a copy of their zone file from existing ISP		
The following e-mail addresses will be used for your website: **		
E-mail	Info @	forwards to:
E-mail		forwards to:
E-mail		forwards to:

\*\* If there are more than 3 e-mail addresses that need to be setup, customer will e-mail ixi a list of additional e-mail addresses.

### Existing Site Access

	HOSTNAME	USERNAME	PASSWORD
FTP			

### New Site Access

	HOSTNAME	USERNAME	PASSWORD
FTP			
Control Panel			

**HOME PAGE**

PAGE TITLE:		FILENAME: <b>index.html</b>
CONTENT WRITER: <input type="checkbox"/> Client <input type="checkbox"/> IXI	INTERNET MARKETER REVIEW: <input type="checkbox"/> Yes <input type="checkbox"/> No	
META Description: (Write a 25 word sentence or 2 describing your site)		
META Keywords (list approx. 25 words and phrases that people would use with a search engine to find your page:		

PAGE TITLE:	FILENAME:	CONTENT WRITER: <input type="checkbox"/> Client <input type="checkbox"/> IXI
	INTERNET MARKETER REVIEW: <input type="checkbox"/> Yes <input type="checkbox"/> No	
META Description: (Write a 25 word sentence or 2 describing your site)		
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CONTENT WRITER: <input type="checkbox"/> Client <input type="checkbox"/> IXI	INTERNET MARKETER REVIEW: <input type="checkbox"/> Yes <input type="checkbox"/> No	
META Description: (Write a 25 word sentence or 2 describing your site)		
META Keywords (list approx. 5 two to three word phrases that people would use with a search engine to find your page:		

PAGE TITLE:		FILENAME:
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How will the website be organized?

