

10 STEPS FOR CREATING YOUR WEB SITE

By Trebor MultiMedia, LLC

1. Start thinking of a dot com name
2. What your clients like about your business
3. Pick 10 repeat customers (identify why they came the first time and why they came back again)
4. Think like your customer, what might they want to see on your site
5. Identify 3 websites that you like
6. Type of web site you want (playful, serious, etc.), and colors you would like
7. Start developing words or word phrases that describe your business
8. What is the good and bad of your nearest competitors
9. What are your customers telling others about your business
10. As a minimum, what your site should include
 - Home page (what you do, and what sets you apart from your competition)
 - About Us page (company history, current status and your bio/resume)
 - Contact Us (physical address, telephone, email, etc.)
 - Product or Service page (list and describe your products and/or services)
 - Graphics/images/pictures that represent and give customers a feel of your company