



# Website Development

## SMART CHECKLIST

While your website project is still in the concept stage, make sure that your idea is tested against this checklist.

**Do not go public with anything that can't meet these simple criteria.**

1. Is it in keeping with your business plan, strategy and sales logic?
2. Does it inform, educate, enlighten or entertain your audience?
3. Is it both well-planned and well-designed? Is it different than your competitors'?
4. Does it offer solution to a prospect's problem? Is it straightforward and simple to understand?
5. In the long-run, will it bring in at least twice as much revenue as it costs?
6. Are the code and back-end going to be robust and expandable to support your business growth and future needs?
8. Is it going to be search engine friendly?
9. Does the development company understand the US market?
9. Are they going to be able to help you with future updates and support? Can they meet your deadlines?
10. Is the company you have selected to design and develop your website project capable and knowledgeable to execute the project without wasting your time?

Once your new website concept has passed these ten test questions, consult with your graphic professional with an open and honest dialogue. Websites are complex; the more he knows about you and understands your company's strategic efforts, the more intelligent solutions he can offer and in helping you with the execution of your website project.