

Work-at-home-Executive[©]

Preparatory Website Checklist

Choose a Topic Relative Domain Name - and buy it!

You must consider the following before building your first page;

Image: Choose an appropriate web design to fit your business image. Consider the basics: shape, colour, style and navigation suitability.

Branding: Your website must be consistent, experiment with different logos until you are certain you have the right one.

Navigation: Make sure you make a brief "family tree" of your site, with your homepage being at the top. This will help you structure your content and navigation model appropriately from the start. Leave room for expansion...

Content: Research your niche before writing your homepage. Your content must be consistent, relative and informative using your niche as a reference for all paragraphs. See the "SEO" and "Getting Started" pages for more help.

Links: You must consider your in and out links before writing your homepage, as these will be consistent throughout your site. Incorporate this into your family tree if necessary.

Promotion: Aside from natural ranking in search engines, internal promotion will form a very large part of your site. Consider linkability from external sites, offer a selection of methods for constant customer relation such as;

	Username	Password	
Blogs			<input type="checkbox"/>
RSS			<input type="checkbox"/>
Social Network 1			<input type="checkbox"/>
Social Network 2			<input type="checkbox"/>
Twitter			<input type="checkbox"/>
Other			<input type="checkbox"/>

Accounts: For all of the ticked "promotion" categories, be sure to open an account with usernames and passwords for each...we have provided the space above to make note of the various account information.

Monetization: Before building a site with 10's or 100's of pages, you must consider your business model. Monetizing will include advertising space, text links to products/services, shopping carts and product databases. All elements must be covered so you don't get off on the wrong foot...it will cost you dearly down the line. Build this into your family tree if required.

The above is a quick checklist to make sure you have covered the basics before beginning to create your website. Please refer to www.Work-at-home-Executive.com for a more detailed analysis of everything you will need to cover.

