

# My Site Planner

## 1. Choose your domain name(s):

Domain Names are is your first step.

Use: [www.awebstore.com/choosedomain.php](http://www.awebstore.com/choosedomain.php)

We provide two domain registries so that you can choose the one that best suits your needs. Transfers of existing domains are only \$15.00 and includes a year of registration.

Cost: \$18.50 yr

You will need to set the NAMESERVERS to the selected hosting program.

(See #2\*.)



## 2. Choose your Hosting Plan:

Hosting plans determine the speed and delivery of your site. We offer the following:

### A. Managed 2.4 ghz AMD/ATHLON hosting w/GIGABYTE backbone to web

Our business accounts range from:\$19.95 - \$99.95 mo.

All accounts complete with: phpmyadmin, mysql, OSCommerce shopping cart, phpmail, phpchat, and Invision Bulletin board; Cpanel Control Panel with full site content editing, seven levels of stats, three types of webmail, Spam Assassin, Virus Scanner, Box Trapper, Leech Protector, Image Manager.

Use: [www.awebstorehost.com](http://www.awebstorehost.com)

\*Nameservers: ns.awebstorehost.com ns2.awebstorehost.com

### B. Do it yourself Hosting

Use: [www.hosting01.com](http://www.hosting01.com)

We provide a complete do-it-yourself store including domain names, hosting, site building, traffic building and more. Even build your own dedicated server.



## 3. Define your site's PURPOSE & GOALS:

Every site follows the rule: form follows function.

Once you know what the site is to be used for and why, then our professionals can style a site that is best for you.

## 4. Define your site's NAVIGATION:

Your navigation is important for the visitor of your site. If it is easy to understand and use your site will produce happy visitors; hard to use or to find what you are looking for will turn away visitors. Rule of Thumb: no more than 7 primary and no more than 10 sub level points of navigation. Large sites with hundreds of pages still follow the rule by offering no more than 7 major navigational points.



## 5. Define your site's GUI

### using the NAVIGATION #4:

The look and fell is most important. Will it be glitzy Flash or pragmatic clean and fast? Will it be amazon.com or msn.com or something like primitive and straight forward as MyFishingPoles.com? Will it tell a story, collect email, take orders, or handle your inventory and fulfillment?



## 6. Define your site's CONTENT using the GUI of #5:

Content is king. It is your business story. It is your sales story. It is your lawyer's statement of terms and agreements. It is your shipping department's representative; it is your customer service representative. What does each of those key pages you want need to say? What verbage is needed? Which graphics or images? What tools, applications, or scripts?

## 7. Define your site's ADVERTISING & MARKETING:

How will your site be promoted? Do you want the search engines to find you? Who are your peers? Are there any peers

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## **DOMAIN NAMES:**

List domains you wish to reserve:

Think 3 dimensionally about your name. It must be easy to speak and remember.

It must be readable by search engines for positioning. It must also say what your site is about.

A mistake made often is to put words together such: www.helpmeovercome.com

the spider sees: [helpmeovercome] not [help] [me] [overcome]. To make the search engine see the distinct words, you would get a name like help-me-overcome.com. However that would be hard to

say and remember and write. Plus, if you think about it do any of the three words say what the

services really will be like? Lets assume they were a weekend seminar group that helped people with depression. a better use of the domain name would be overcome-depression.com or depres-

sion-help.com Domains are not 1 dimensional. Be careful in selecting names. List about 10

names until you get one just right. Then make sure its available. If you do find one that you like, its

good to go ahead and reserve the .com, .net, .info or .org domains. These serve as additional door-

ways to your site and lock out the competition from using your same name.

## **PURPOSE & GOALS of this site**

Common purposes of the site will be to advertise, inform, and sell your business.

Others may be to educate consumers, quiz your viewers, collect data etc.

Goals of the site should be examined which might be to achieve a minimum position ranking in the top 10 on msn and google and to receive a minimum X number of visitors your first year and XX% increase each year thereafter.

LIST your possible purposes:

LIST your possible goals:

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## NAVIGATION LINKS

List your 7 main navigation links

List any sub-links that will follow the main links

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## List your footer ADMINISTRATIVE links.

Typical subset includes:

home - contact - news - privacy - terms of use - tell a friend - copyright

## GUI DESIGN (GRAPHICAL USER INTERFACE)

List your preferences for the GUI design

Color theme:

Graphic imagery for header:

Style theme:

Example site 1 url: www.\_\_\_\_\_

Example site 2 url: www.\_\_\_\_\_

Example site 3 url: www.\_\_\_\_\_

Comment about what you prefer when you visit a site.

Comment about what turns you off when you visit a site.

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## CONTENT:

Write a paragraph or so or attach written copy for the following:

about us:

Our History:

Our Services:            Include key benefits of why someone should use your business

Our Products:            attach a list including product name, price, weight, options description

Contact information    include name, address, city, state, zip, phone, fax, email

Our policies            outline the basic information needed for your policy statemnet  
shipping

returns

credit

copyright

trademark

Other pages you establish as part of your main or subnavigation list.  
Attach individual pages for each page you intend to have created.

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Once your site is created, it must be promoted and advertised to build traffic to the site.

List all possible INBOUND LINKS to your site.  
(ported info like stocks, weather, news etc)

List all possible OUTBOUND links from your site.  
(links to other sites, affiliate links like Amazon.com)

List all POTENTIAL ADVERTISERS you wish to sell space to.

List all PEER sites that you wish to be contacted about exchanging links

What is your planned advertising budget for promoting and building traffic to your site?

What is your budget for KEY WORD advertising? (pay-per-click)

What is your budget for SEARCH ENGINE POSITIONING (pay-per-click)

What is the launch date of this site?

Return these pages to:  
Awebstore e' Solutions 468 Highland lake Rd. Marshall TX 75672