



1001 Ways to Forge your Web Presence
By Keith Klein

Pre-Construction & Site Construction Checklists

The checklist below appears at the end of Chapter 5, *The Home Page/Design*. This chapter explains the process for planning your web presence and provides the checklist below as a useful tool for implementing your plan. *WebForging* contains paragraphs or chapters that correspond to every item on the checklist.

Use the checklist below to decide up front what to include in your site, at what stage to include it, and to get design proofs and final approvals signed-off. Use a number (0, 1, 2, 3, etc.) in the first column to show whether this item will be part of your site <0=no>, and if so, at what stage (1, 2, 3, etc.). Show approvals in the "Preliminary" and "Final" columns using initials and dates. Go a step further and create a document to list and define each element you will include in your site. Purchasers of *WebForging* may copy the document below for their own use, as long as the Footer information below is kept intact.

Part of Site/Stage of Development?

| **Original (Digital) Materials (Copy, Images, Drawings) Available**

| |

? ___	<u>Site Element</u>	<u>Preliminary</u>	<u>Final</u>
___	Home	_____	_____
___	Color Scheme	_____	_____
___	Logo Treatment	_____	_____
___	Background(s)	_____	_____
___	Navigation Icons	_____	_____
___	Site-Specific		
	Search Engine	_____	_____
___	Site Subscription	_____	_____
___	Marquee Sign(s)	_____	_____
___	Mouse-over effects	_____	_____
___	Date and Time	_____	_____
___	Footer Information:		
___	Contact Information	_____	_____
___	Inquiry email address	_____	_____
___	Webmaster email address	_____	_____
___	Copyright	_____	_____
___	Trademark	_____	_____
___	Privacy Statement	_____	_____
___	Tell-A-Friend	_____	_____
___	Company Profile	_____	_____
___	Career Opportunities	_____	_____
___	Events Calendar	_____	_____
___	Products & Services		
	(Overview)	_____	_____



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Table with 4 columns: ? __, Site Element, Preliminary, Final. Rows include P&S Sub-Navigation, P&S Specifications, P&S Selection Guide, P&S Drawings/CAD files, P&S Technical Info, P&S Applications, P&S Contact Form(s), P&S Request for Quotation, P&S Fax Form, P&S Driving Directions, P&S PDF Files, Other Downloadable Files, P&S Feedback Surveys, E-Commerce, Original Database, Programming to Convert Database to Web, Shopping Cart Mechanism, Tax Table, Shipping Details, Digital Certificate, Secure Email or Terminal To View Purchases, Merchant Account, Resources, Technical Articles, Press Releases, Reference Materials, Warranties/Guarantees, Shipping Information, Industry Links, Web Version of Newsletter, Other, Other, Web Logs, Intranet(s).



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<u>?</u> <u>—</u> <u>Site Element</u>	<u>Preliminary</u>	<u>Final</u>
— — Company Contact List	_____	_____
— — Access Logs & Stats	_____	_____
— — Price Lists	_____	_____
— — Std. Operating Procedures	_____	_____
— — Threaded Messaging	_____	_____
— — Internal Events Calendar	_____	_____
— — Training Materials	_____	_____
— — Human Resources Mat'ls	_____	_____
— — Other _____	_____	_____
— — Other _____	_____	_____
— — Other _____	_____	_____
— — Extranet(s)	_____	_____
— — Rep/Dealer Contact Info	_____	_____
— — Company Contacts	_____	_____
— — Rep/Dealer SOPs	_____	_____
— — Rep/Dealer Agreements	_____	_____
— — Literature (PDFs)	_____	_____
— — Price Lists	_____	_____
— — Threaded Messaging	_____	_____
— — Internal Events Calendar	_____	_____
— — Training Materials	_____	_____
— — Web Version of Rep +/-or Dealer Newsletter(s)	_____	_____
— — Press Releases	_____	_____
— — Reference Materials	_____	_____
— — Other _____	_____	_____
— — Other _____	_____	_____
— — Other _____	_____	_____



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