

# UNDERSTAND

## Chapter 6: A Professional Website

### WEBSITE VS BLOG (VS BOTH)

CHOOSING WHICH STRUCTURE IS RIGHT FOR YOUR BUSINESS

				SCORE ↓
1. Do you have products or services?	YES (0)	NO (5)		<input type="text"/>
2. Do you have some things you want to communicate that should always be front and center regardless of blog postings you may add or not?	LOTS (0)	SOME (3)	NONE (5)	<input type="text"/>
3. Do you write?	YES (5)	IF I HAVE TO (3)	NO WAY (0)	<input type="text"/>
4. If no, will you write?	YES (0)	NOPE (0)	(SAID YES ABOVE: 5)	<input type="text"/>
5. Is there an objective you have in mind for what you might write?	YES (5)	HAVEN'T THOUGHT OF THAT (0)		<input type="text"/>
6. Are you an expert?	YES (5)	NO (3)		<input type="text"/>
7. Does what you write comprise everything you want to communicate?	YES (5)	MAYBE 1/2 (3)	NO (0)	<input type="text"/>
8. Do people want to reach you in some way <u>other</u> than a response to something you've written?	YES (3)	NO (5)		<input type="text"/>

TOTAL:

DRUMROLL...

YOU SHOULD HAVE A: \_\_\_\_\_

0-13 = Website Only  
14-27 = Both  
28-40 = Blog Only

Use the scoring to determine which site structure will work best for your business model.

# EXPLORE

## Chapter 6: A Professional Website

---

### TAKING INVENTORY OF YOUR WEBSITE NEEDS

#1 PURPOSE What main purpose will your website serve for your business?

ex: information, Ecommerce, downloads for customers/employees, group or event registration, appointment scheduling, marketing artistic or design services

#2 INFORMATION

What kind of information do you want to include on your site?  
Text, images, audio, video, links, downloadable documents?

(Think of the categories of content and not the actual content itself. This will help you to decide what sort of vendor is most appropriate.)

#3 CH-CH-CH-CHANGES...

How regularly do you think the information on your site will change?

- Daily or Weekly
- Monthly
- Yearly
- Yearly +

How often would you imagine you will want to change the design (not the content) of your site?

- Every Year
- Every 3 Years
- Probably Never

# EXPLORE

## Chapter 6: A Professional Website

### #3 FUNCTIONS & FEATURES

Rate how critical these functions and features are for your business by putting an X somewhere along the range below.

LOW | Good Graphic Design | HIGH

LOW | Calendar | HIGH

LOW | Being found via Search Engine | HIGH

LOW | Forms | HIGH

LOW | Cool Multi-Media | HIGH

LOW | Event Registration | HIGH

LOW | Providing Clear Info | HIGH

LOW | Selling Products/Services Online | HIGH

LOW | Capturing Visitor Info | HIGH

LOW | Customer Portal | HIGH

LOW | Affiliate Marketing Sales | HIGH

(encouraging people to buy products/services elsewhere)

(secure login for individuals or groups)

LOW | Advanced Data Functions | HIGH

(i.e. membership sign-up or appointment scheduling, etc.)

Now, based on where your X's were placed above,  
estimate your overall website complexity:

SIMPLE | | COMPLEX

## Chapter 6: A Professional Website

### YOUR WEBSITE DECISIONS →

NOTE: If you are still a little uncertain, check out the recommended vendors in our Online Resources. We'll help you to compare vendors and options.

Type of Site (standard vs blog vs both):

Where did you land in the Function/Expertise grid?:

What sort of vendor is the right one for you?

My next steps...

