

- ✓ Who is your online competition, and how can you beat your competition in achieving your goals? What does your competition do right, and what do they do wrong?

- ✓ What other websites should you target to get links to your own website, and what websites should you link to?

- ✓ How accessible will your website be? Does your target market include visitors who may be blind?

- ✓ Will your target market include people who don't read or speak English? Will you need to provide translations for all or parts of your website?

- ✓ How often will the content on your website be updated, and who's responsibility will it be? Will you have the staff to maintain the site in-house, or the funds to outsource updates?

- ✓ How will you market or promote your website? You should at least include the website address on all stationary, business cards and brochures. Will you advertise your website on TV, radio, or in print?

- ✓ Will you participate in search engine advertising campaigns, and if so, which search engines are important to your business?

- ✓ Will you have time to monitor the monthly visitor statistics in order to evaluate the effectiveness of your website? What type of information will you need to know?

- ✓ Would your website lend itself to advertising for other businesses or organizations? Selling ad space is a great way to compensate hosting and development costs.