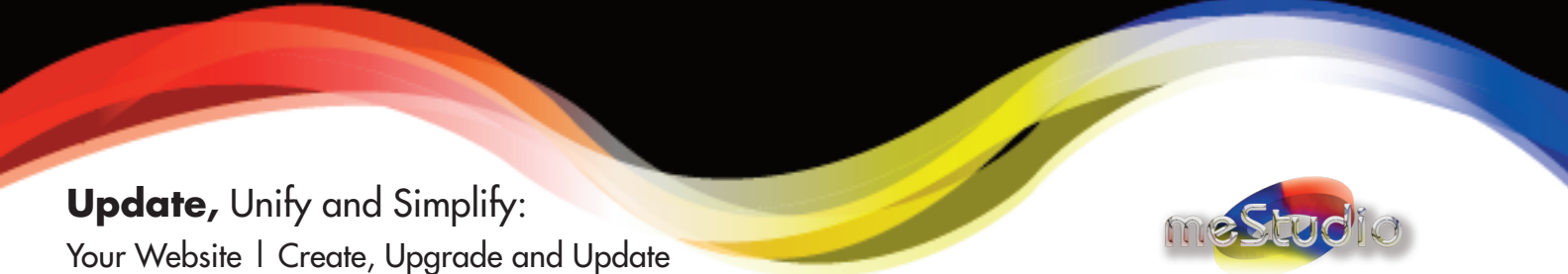


WEBSITE DISCOVERY

website self discovery workbook from meStudio





Update, Unify and Simplify:
Your Website | Create, Upgrade and Update



YOU DID IT!

This is the first step to clarity and direction for your website design. Whether it's your maiden voyage or an update of your current site, these questions are an essential tool. Feel free to revisit them often for future evaluation and review of how well your brand is broadcasting through out all of your marketing. But most importantly, your website. Remember, your website is a window into how your organization is run.

1. SAY MY NAME- Domain Name Registration

Start by registering the domain name with a properly authorized registrar. The domain name of your website is what people type in to find you, such as www.mestudiodesign.com It is your virtual business address. Prepare several combinations of your business name in case your first choice is not available. Feel free to email your preferred domain names to: engage@mestudio.us and we will be happy to check on their availability for you.

2 Let's Discover

Don't be concerned if you do not have a perfect picture of how your website should look right now, it will come. You are still in the Conceptual Phase of planning your website. The first task you must undertake prior to beginning your website design is to start compiling ideas for your content. This copy need not necessarily be specified down to the actual web pages that it will appear.

Discovery Form

Asking questions is a major tool in the building of a website. By answering the following Website Discovery, you should be reconnected with your original vision for your business and the direction it is heading. With this clarity (*and a creative web designer like meStudio*) your dynamic webpage is just around the corner.

WE'RE HERE TO HELP! Feel free to contact us with any questions or to schedule your complimentary website review.

If you can envision it...meStudio can design it!

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1. What are the top three things that you want people to know about your company?

2. Who are you trying to attract to your website? Describe your ideal client:

***3. How do you describe what you offer to someone who is not familiar with what you do?
Are you using terminology that your ideal client would use?***

***4. Beyond the obvious and necessary positive business values of quality, value, customer service...
What are the core values of your business on an abstract or emotional level?***

***5. Why did you go into business? List the reasons you started your business and look at how they align
with your feelings about it today.***

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6. What are the milestones in the history of your company for which you are the most proud?

7. Are you trying to sell a product? If so, why buy from you?

8. What are some of the emotional ways that your product/service are special and one-of-a-kind?

9. Are you trying to encourage customers to contact you? You may wish to offer some incentive to encourage your prospective customers to submit their contact information.

10. Who are the most passionate users of your product/service? Try to define them. If there are several types, create categories that describe the different types of customers you have and the ones you want.

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