

Module 7 Section for Completion

A) Web Importance

1. After completing the two interactive exercises in Module 7, consider the importance of a website to your business. List the reasons why you think that your business needs or does not need a website and how it could benefit your business.

2. If your business already has a website, evaluate the benefits that it has provided your business against the costs of time and money spent on creating and maintaining it.

Observed benefits of the website:

Costs/resources required to create/maintain website:

B) Web Planning

1. If you have decided that a website will benefit your business, or already have a website, make a list of what you want your online presence to accomplish. List the intended functions of your website (i.e. as an informational tool, a source of promotion, for e-commerce, etc.).

What you want your website to accomplish:

Intended functions of your website:

2. Decide who the target market for your website is, and what your e-marketing objectives are.

Target market for website: _____

E-Marketing Objectives: _____

3. Determine a strategy to reach those objectives, including what e-marketing methods you can/will use.

4. Decide how you will have your website developed, list the technical details of your website, and estimate the overall cost of getting this done.

Costs/Total cost: _____

C) Web Designing

1. Draw out a draft of your website's main page, and at least four other important pages. Consider the visual layout, graphics, text blocking, writing style, menu/linking options, and any other details relevant to the design of these pages. Keep your target market and e-marketing objectives in mind while developing this draft. Attach drafts to these sheets.