

Business Technology Program

Website Assessment Worksheet

What elements below would you like to include in your business website? You may want to rank elements with a score of 1, 2 or 3, with 1 being essential, 2 being “nice to have” and 3 being elements to incorporate at a later date as your budget and business grow.

BASICS

- ☐ Home page
- ☐ About Us page
- ☐ Map/directions to location
- ☐ Search function
- ☐ Site map
- ☐ Privacy policy/Terms of use

CONTACT INFORMATION _

- Phone number
- ☐ Fax number
- ☐ Address
- ☐ E-mail contact form

MARKETING TOOLS

- ☐ E-mail newsletter signups
- ☐ Testimonials
- ☐ Samples of work
- ☐ Advertisements
- ☐ Lead capture form (contact request form)
- ☐ Links to social media accounts (Facebook, Twitter, etc.)

E-COMMERCE TOOLS _

- Product photos
- ☐ Product descriptions
- ☐ Shopping cart solution _
- Online payment options

DESIGN ELEMENTS _

- Logo
- ☐ Photos
- ☐ Photo gallery

CUSTOMER SERVICE TOOLS

- ☐ Online chat
- ☐ Appointment scheduler
- ☐ Contact form/E-mail form
- ☐ Calendar
- ☐ Community/Forum
- ☐ Customer log-in (to access backend database)

CONTENT

- ☐ CMS (Content Management System—allows you to edit/post your own content)
- ☐ Articles
- ☐ Blog
- ☐ FAQs
- ☐ Help
- ☐ Downloadable content (white papers, e-books)

OTHER MEDIA _

- Podcasts
- ☐ Webinars
- ☐ Videos
- ☐ Animations



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