

# CHECKLIST

## FOR ESTABLISHING YOUR WEB SITE

---

Nobody can deny the importance of the Internet since it's becoming an important distribution channel and an incredible communication tool. Information technologies are expanding at an astonishing rate, with everyone going online. Establishing and maintaining a Web site for your company can be very useful to the future success of your business. The following guide provides basic procedural information and helpful hints for establishing a web site for your business.

### **Choose an Internet Service Provider (ISP)**

An ISP will provide you with an Internet account. Your Internet account should include e-mail access, the ability to access other computers, the ability to transfer files between networks, and server space for a Web site. Your ISP will charge you a monthly fee for its services. There a lot of ISPs in the market today. We suggest that you start by defining your needs to have a good comparison basis.

### **Select and Register a Domain Name or Universal Resource Locator (URL)**

You should choose a name that represents your product and/or services and is easy to remember. Before you decide on a name, a full trademark search should be done. On its Web site, [www.uspto.gov](http://www.uspto.gov), the U.S. Patent and Trademark Office has a free search tool for making limited searches of the federal register of trademarks..

### **Design Your Web Site**

Think about what you want to accomplish with your site. You can obtain ideas for your site by looking at the Web sites of your competitors. You can then design your site yourself or hire a Web design service or Internet consultant to design the site for you.

### **Register Your Site With Different Search Engines**

You can hire professionals (search engine positioning) or do it yourself by registering to the major search engines like Yahoo!, Google, MSN, Alta Vista, HotBot, AOL, etc.

### **Inform Others About Your Site**

Include your URL on your letterhead, business cards, in all ads, and in the Yellow Pages.

### **Track the Visits to Your Site**

Log data software is available to record the number of hits your site receives. In addition, some ISPs provide access logs. You can ask visitors to your site to complete a questionnaire or to provide input as to your product or services.

### **Keep Your Site Current**

No one likes outdated information. Make sure your site is updated.