

List your main competitors on the Web:

Don't forget to check for keywords while you are here. (click View | Source on the browser menu bar)

URL(www.company.com)	Likes and Dislikes about their site: (great pictures, colors, structure, confusing, information, etc.)

Who do your competitors link to who seems important? (Organizations, fun related sites, etc.)

URL(www.organization.com)	URL(www.organization.com)

Section 3.

List Relevant Collections: (popular sites where your customers are likely to go)

URL(www.freds-links.com)	URL(www.freds-links.com)

Who are Your Customers or Clients? (retail stores, individuals, pet owners, woodworkers, etc.)

What are your company's best selling points with customers? (price, service, unique product, etc.)

What are your company's WORST selling points with customers? (price, service, product, etc.)

List Complementary Businesses:

Use this opportunity to think of complementary business categories, and find other businesses on-line that might help you be successful on the web. (Hot dog vendors would list mustard sellers.)

List Business Categories: (brainstorm!)

List Complementary Websites:	

Section 4.

Data Management:

Do you have a printed catalog or Newsletter to be reproduced on the web?
If yes, how often would you like to update this?
If you have an idea or plan for managing or processing information on-line, please give details.

Section 5.

Maintenance and Training:

Will someone on your staff assume responsibility for **(as)**, and/or require training **(tr)** in:

Task:	as	tr	Task:	as	tr
Website Indexing (manual)			Managing a Catalog or Database		
Requesting Links (to your site)			Handling E-mail	yes	
Checking and Adding Links			Tracking Competitors		
Providing New Content			"Lurking" on Newsgroups/bbs		
Evaluating Site Statistics			Other		

