

## Website Features Worksheet

*Every feature of a website has costs and benefits. Working together we'll plan which features you'll need. The list below contains some of the most common features of modern websites; many more are available.*

	Necessary	Important	Possible	Dispensable	Unwanted	What's this / Don't know / Let's talk
Editable content / CMS (Content Management System)						
<i>A must for many sites, an advantage for others, but an unnecessary expense for some; a CMS allows integration of many other features, but can have disadvantages as well. (Webmaster services can sometimes substitute for this feature.) ALWAYS talk to your designer about this.</i>						
Mobile friendly/mobile first (design works well on phones and tablets)						
<i>A must for most new sites today; many old sites are now getting re-designs to integrate this feature. (The mobile web has increased the cost of many website projects.) The buzzword here is "responsive" web design: don't ham-string computer users' experiences by limiting options to only those that work on a phone.</i>						
Portfolio / image gallery						
<i>Choosing the right type and making it user-friendly is critical. A bad one is a turn-off.</i>						
Blog / articles						
<i>Content is king on the web, and some sort of blog or article system makes it manageable — great if you'll keep it updated. Requires a CMS.</i>						
Media						
<i>Integrated video or audio.</i>						
Calendar / Events						
<i>Many options are available.</i>						
Store / shopping feature / ecommerce						
<i>Often indispensable for an online business, this can be a sizeable expense. You'll need enough sales to cover the expense. We'll help you explore all of the options and weigh costs vs. benefits.</i>						
Newsletter						
<i>A great way to keep in touch with your visitors. Many options available.</i>						
Homepage animation / Slideshow						
<i>The fashion of the day - can be a great way to draw people into your site.</i>						
Search Engine Optimization (extensive)						
<i>Very important and often — but not always — critical, you'll want to discuss this with your web developer in detail, including link building campaigns.</i>						
Fast page loading						
<i>An important option to consider for high-volume websites.</i>						
Analytics / web stats						
<i>Tools for understanding visitor usage of your site.</i>						
Social Media Integration						
<i>How will you use social media? Always couple this with a discussion about privacy.</i>						
Privacy-Conscious Website						
<i>How important is it to protect your visitors' online privacy in a world of data mining? You play a role in protecting your visitors' personal information from data miners. It is cheapest and easiest to ignore the question when developing a website — as most web designers will. Please take the time to discuss this!</i>						