



Website Checklist for Toledo Graphics

Providing Deliverables to Appeal Design can be done a number of ways.

Emailed ZIP file (10MB limit), or WeTransfer. Call Toledo Graphics with questions: (419) 210-1210

Website Checklist:

1. High Resolution Logo, file formats accepted (JPG, TIF, PNG, GIF, PSD, AI, PDF, EPS)
2. Do you have a Slogan OR Tag Line?
3. Do you have a brochure or existing marketing collateral that conveys a look you are trying to achieve?
4. Images/Photography. For Stock Photography we recommend Shutterstock.com
5. What will the page title be for each page (as it appears in the menu)
6. Who is your primary audience? Secondary? Tertiary?
7. Page Content: Please supply all copy (verbiage for all of the desired pages). Additionally, title every section/page. A Microsoft Word document works best for this.
8. What websites do you like, why?:

9. What websites do you dislike, why?:

10. What are your competitors' websites? What do you like/dislike about them?

11. Additional Notes:



TOLEDO GRAPHICS

Website Checklist for Toledo Graphics (Page 2)

Ecommerce sites

Will you be selling products on this site?

Please gather the following:

Product Pictures

Product Descriptions

Product Prices

Search Engine Optimization:

What are the keywords and key phrases you would like to target for your business:
