



Some things you should consider when creating or redesigning your website:

- What is the purpose of your site?
- Does your designer understand the Kitchen & Bath Industry?
- How is your site integrated into your overall marketing and communications plan?
- Who owns your domain name?
- Who owns your website and its content?
- Are you getting a custom design – or a template?
- How many photos can you show (the life-blood of an online design portfolio)?
- Are you able to get the latest technology for your site? And is it a good thing?
- Is the look of the site consistent with your image/brand?
- Where is your site hosted?
- Are they reliable for their uptime, backup and stability?
- How much do you pay for your web hosting?
- How much server space are you allotted?
- How much bandwidth are you allowed?
- How many email addresses do you get?
- What additional services are available? Video Streaming? Integrated Blogs? Databases?
- In what programming language is your site written?
- Who can update your site?
- Is there a limit to your updates?
- Does your site comply with the most current Search Engine Optimization (SEO) recommendations?
- Is it being written (text and code) with SEO in mind?
- How is the site being marketed online? Offline?
- How much of your site is Flash?
- Does your site use alt tags, title tags, meta tags?
- Does your site fit on most computer screens? What is its resolution?
- Does your site work on Internet Explorer 8 and earlier? Firefox? Chrome? Safari? Opera?