**CHECKLIST**

**FOR ESTABLISHING YOUR CORPORATE WEBSITE**

Everyone realises the impact that the Internet has since it’s now becoming such an important distribution channel and an incredible communication tool. Information technologies are growing at an amazing rate, with everyone going online. Starting and maintaining a Website for your company can be very useful for the future success of your business. The following checklist provides basic practical information and helpful hints for starting a website for your business.

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

An ISP will provide you with an Internet account. Your Internet account should include email access, the ability to access other computers, the ability to transfer files between networks, and server space for a Website. There will be a monthly fee charged by your ISP for its services. There are many ISPs in the market today. We suggest that you start by defining your needs to have a good comparison basis. You can go to [www.internet.com](http://www.internet.com/) and find useful facts on a list of the different ISPs.

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

You should make up a name that characterises your product and/or services but is easy to remember. Before you select a name, a full trademark search should be done, e.g. on its Website, www.svw.co.za, the South African Patent Office, has a free search tool for making limited searches of the national register of trademarks. You can then search WorldWideWeb for [COUNTRY] Business Web Hosting, Domain, to determine whether your desired URL is available. You will be able to buy the desired domain names directly online on many of the list of sites.

* **Design Your Website**

Decide what you want to accomplish with your site. You can obtain ideas for your site by looking at the Websites 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**

Make sure your site is regularly updated as no one likes outdated information.