

Website Planning Worksheet

This questionnaire is designed to enhance communications between your company and Davidson's GraphiX and gives you some idea of what is required to produce a professionally designed website.

Organization Name: _____

Contact Person: _____

Street: _____

City: _____ State: _____

Zip: _____

Phone: (____) ____ - ____

Alt Phone: (____) ____ - ____

Email: _____

1. Purpose of Website check all that apply:

- Inform the public about my business / services / idea
 - Make my schedule of events available to my customers on-line
 - Encourage customers to contact us / visit our place of business
 - Strengthen my brand identification
 - Sell my products directly taking credit card information over the Internet
 - Make product information and price lists available to customers
 - Develop a list of clients/prospects
 - Other (please explain)
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2. Site Organization:

It is important to organize the information on your website in a logical manner and implement a navigation structure that will make sense to your customers.

The following is a list of pages that might be commonly found on various websites. Select the pages that will fit your needs and add any other pages that you would like to include. The titles of the pages can be changed to whatever suits you.

Keep in mind, the titles will make up the navigation links on your site. So, the shorter the better.

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- Home Page
- About Us / Bio
- Products / Services
- FAQ
- Calendar of Events
- Links
- Photo Gallery
- Portfolio
- Contact Us
- Order Page
- Guestbook
- News
- Media / Press
- Location, directions, map
- On-line request for info form or survey form
- _____
- _____
- _____
- _____

Total number of pages decided upon _____

3. Site Name and Masthead:

Site Name on Masthead: _____ this is the text at the top of the first page your customers view.

- Company Logo incorporated in the masthead graphic? If so include a copy.
- Are there photo or drawings to incorporate into the masthead?
- Do you have a preferred Typeface for the masthead?
- Do you have a preferred Color or Colors?

4. Domain Name:

If you have one already registered, list it.

Domain name _____

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If you desire me to register a domain name for you list two or three possibilities.

5. Masthead Graphic:

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so I can see how you present your company image.

- Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.
- Photo or drawings of product?
- Typeface preference _____
- Preferred colors _____(RGB, CMYK, Pantone, Hexadecimal)
- Other ideas _____

6. Page and Background Colors:

If you have company specific colors that you desire for your website list them here.

_____ (RGB, CMYK, Pantone, Hexadecimal)

If you don't specify colors I will provide you with some sample pallets to choose from.

7. Basic Page Elements:

Along with the normal elements found on your webpages, there are some you need to specify.

Standard company ID near bottom of page

- **E-mail response link** to the following e-mail address: _____
- **Copyright and trademark information** in small print at the bottom of every page.

List any registered trademarks, and service marks your wish to include here?

You may include artwork as a separate attachment in either Digital or paper format.

8. Photos, Graphics, Animations, Sound, and Video:

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any of the following you send me. Any of these that I have to produce will entail an extra charge.

- **Clipart** tends to look a bit tacky on websites. I recommend photos.
- **Photos** you supply for me to scan and return, or digital images.
- **Stock photos** obtained from stock photo sites.
- **Sound Clips** you desire on your website
- **Animated GIF images.**
- **Shockwave Animations**

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- **Flash Animations**
- **Video clips**

9. Feedback Forms:

What is the purpose of your feedback form?

- Guestbook** for visitors to record comments
- Request for information**
- Survey** of customer preferences
- other _____

10. Web Hosting Service:

I am not in the web hosting business. I recommend to my clients web hosting services tailored to their specific needs. I've worked with several hosting services and do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs.

Please let me recommend a web hosting service for you. First and foremost, it must be reliable. I require cgi-bin access and FTP access, and strongly recommend a Unix system. The system should be ecommerce ready and have database support.

If you already have a hosting service, list it here:

Web Hosting Service Name _____

E-mail for support or help _____ Support Phone: _____

11. Maintenance:

Package prices include minor updating over the first year of the contract. This only covers minor changes. It does not include major changes, such as changing design, newsletter content (which essentially involves constructing a new webpage or adding additional WebPages to the site. Sites that require constant maintenance are nigoated separately.

12. Target Date: Date you want your website to be online _____

You may send your package by **US mail** to:

Davidson's GraphiX, 181 Anderson RD, Davisville, WV 26142

Or email to: n8jxo@suddenlink.net

I am looking forward to receiving your materials and constructing your website!