



Website Planning Worksheet

This questionnaire is designed to enhance communications between me and you, my client. After we've filled in the blanks, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____ Fax Number: _____

1. Purpose / Objectives: Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- π To gain a **favorable impression** of the company or organization.
- π To develop a qualified **list of prospects**
- π To **sell products directly**
- π To encourage potential customers to **contact us by phone or mail** to consummate a sale.
- π To make available **product information and price lists** to distributors.
- π To make available **product information and price lists** to customers.
- π To strengthen **brand identification**.
- π Other _____

2. Target audience: Who is your target audience for the site?

3. Design Concept: Do you already have a concept? If so, is it a complete concept or are there more details that need to be worked through? Has any worked been completed for this project yet?

*Are there any existing websites that you would like to use as a guideline for your new website? This will help us to understand the **style and image** you would like to project.*

http://_____

4. Site and Domain Names

 **Site Name on Masthead:** _____

Domain Name: http://www._____

π Desired

π Already Registered

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

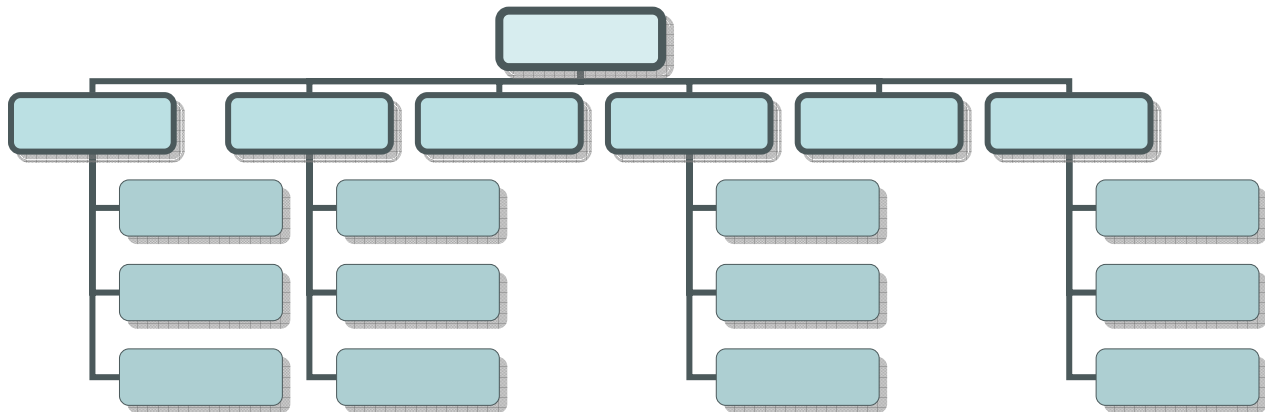
- π **Company Logo.** Please enclose a color copy.



π Photo, drawing of product, art, illustrations, animations or photographs that I can use with this project? Is any scanning needed? _____

π Other ideas _____

6. Site Organization / Sitemap : This is a sample of a multiple page site. You may need more pages or less. This is where you will decide which pages you want and what the pages will be about. Please circle any you like, write in substitute titles, add pages or cross out completely any pages you do not wish for your site. Total number of pages decided upon: _____.



7. Color and Accents : For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage.

- What are your color preferences: _____
- What are your preferred fonts: _____
- What are your company/organization's colors: _____

8. Keywords and meta tags: What keywords will customers likely use to find our Web site? What words would they use in search engines to look for your site?

9. Photos, Graphics, Animations : Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

π **Clipart** tends to look a bit tacky on websites. We recommend photos.

π **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.

10. Content and Photos.

Content Description of Each Page	File Name for Text	Approx # of words	Photos or Graphics If none state "None"



Content Description of Each Page	File Name for Text	Approx # of words	Photos or Graphics If none state "None"

For an extra charge, we can equip your web pages with:

π **Animated GIF images.** We can also make animations for an extra charge.

π **Shockwave / Flash Animations**

11. Web Hosting Service : I am not in the web hosting business. I recommend to our clients web hosting services tailored to their specific needs. Please let me recommend a Web host service for you.

☛ Do you need a **website hosting** provider?

π Yes, we need website hosting

π No

12. Maintenance : Package prices include minor updating over the first month after website goes live. This covers minor text changes, typo errors in your website. It does not include major changes, such as changing newsletter content, photos, and layout (which essentially involves constructing a new webpage), which is billed separately.

Target Date: _____

On behalf of my organization I approve the above plan which I have developed with Doodle Web and Graphic Designs to construct a website, and I authorize Doodle Web and Graphics to use this Website Planning Worksheet as the basis of the project.

Signature _____ **Date** _____