



# Website Planning Worksheet

This questionnaire is designed to enhance communications between WiserWays, LLC and our clients. It will provide a written memorandum of our mutually-agreed plan.

Name: \_\_\_\_\_

## 1. Purpose

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

\_\_\_ To gain a favorable impression of the company or organization.

\_\_\_ To develop a qualified list of prospects

\_\_\_ To sell products directly taking credit card information over the Internet

\_\_\_ To encourage potential customers to contact us by phone or mail to consummate a sale.

\_\_\_ To make available product information and price lists to distributors.

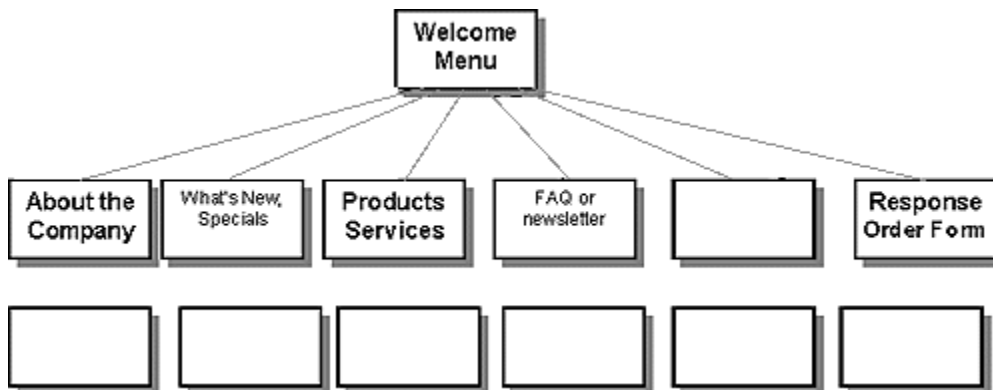
\_\_\_ To make available product information and price lists to customers.

\_\_\_ To strengthen brand identification.

\_\_\_ Other \_\_\_\_\_

## 2. Site Organization

Please label pages you desire and cross out the rest. These are examples and may not fit the site you are wishing to create.



Total number of pages decided upon \_\_\_\_\_

### 3. Site and Domain Names

Site Name or Business Name: \_\_\_\_\_

Domain Name It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (<http://www.networksolutions.com>)

Domain name \_\_\_\_\_ \_\_\_Desired \_\_\_Already Registered

Alternate Domain names \_\_\_\_\_

### 4. Header 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.

\_\_\_ Company Logo incorporated in the header graphic? If so, please enclose a color copy.

\_\_\_ Photo or drawing of product?

\_\_\_ Typeface preference \_\_\_\_\_

\_\_\_ Preferred colors in palette (PMS colors?) \_\_\_\_\_

\_\_\_ Other ideas \_\_\_\_\_

### 5. Color and Accents

For the most part, we recommend a white background for best readability and black text with accents provided in colors to co-ordinate with your organization's logo. Graphics should compliment the organization's business and not be so intrusive as to detract from your message.

May we include a link at the bottom of the welcome page which reads "Website by WiserWays"? (You are under no obligation to say yes.) \_\_\_Yes \_\_\_No

### 6. Navigation System

Links from the home page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Menu indicating each page -- or, in larger sites -- each section of the website. This will appear on every page. The type, style and position of this navigation bar will be determined based on your site's individual design or template. You are limited to a maximum of about eight (8) selections on this navigation bar.

Optional or Alternative Navigation

Frame Based Sites:

We do not recommend frames in most cases for the following reasons:

They cannot be bookmarked easily

They may have problems printing properly,

Scrollbars and detract from the "look" of the site.

In a very few cases, frames are useful;

To display large databases of information,

Purposely hide URLs of content pages when you wish to prevent book marking of a particular page or section,

To send visitors to other sites while making it easy for them to come back. (Only available with the consent owner of the site that will be framed)

Search Site is useful on larger sites to help visitors quickly find what they're looking for. (Extra charge)

## 7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

Page titles which show at top of Web browser

Top-of-page graphic based on the design of the header graphic

Page Title in larger type, preferred heading font style: \_\_\_\_\_

Text, preferred body font style: \_\_\_\_\_

Navigation Bar: top \_\_\_ left \_\_\_ right \_\_\_ bottom \_\_\_ (generally at the top or left is where visitors expect to see site navigation)

E-mail response link to the following e-mail address: \_\_\_\_\_ (Make sure this link is an email address that gets monitored but note that this account may experience an increase in spam as a result of being listed on your site.)

Copyright and trademark notice will be in small print at the bottom of every page.

Do you have any trademarks or service marks? If so, please list them here and indicate which marks are registered trademarks.

Is there a trademark or service mark would you like at the bottom of each page with the copyright information?

## 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 photos or graphics you send us.

Graphics. We recommend against using common clipart images to avoid a 'cookie' cutter or amateur look to your site..

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

Stock photos obtained from Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>). (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)

For an extra charge, we can equip your webpage with:

Sound, MP3, MIDI musical background or streaming Real Audio for music or voice.

Animated GIF images. High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.

FLASH Animations

Video clips

## 9. Forms

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

Other: \_\_\_\_\_

## 10. Web Hosting Service

If you currently have a host or desire a specific host, please provide the following information:

Hosting Service:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Support E-mail \_\_\_\_\_

FTP

UserID: \_\_\_\_\_

Password: \_\_\_\_\_

Database

Name: \_\_\_\_\_

Server: \_\_\_\_\_

UserID: \_\_\_\_\_

Password: \_\_\_\_\_

## 11. Search Engine Submission and Advertising Your Website

We will include submission to major search engines that do not require payment of submission fees (Yahoo for an example of a search engine that requires payment for the submissions of any business site.)

Consider:

Advertising your Website to Web search engines that index the Web

Giving customers a good reason to come by offering them something

Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.

Purchasing Web advertising

Becoming active in several of the thousands of Internet news groups and mailing lists

Developing a "signature" mini-ad attached to all your e-mail messages

Making your website part of one or more of the many "malls" or joining a webbring.

E-mail newsletters

Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising

## 12. Web Statistics

Information about number of visitors to your website can be obtained from your hosting service. On hosting included with our standard plans the current web stats package is LiveStats but is subject to change at the discretion of the host. If we are using a host of your choice the web stats package if any will

We submit your information to Web search engines to "register" your website after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

## 13. Target Dates

Unless otherwise set forth below client shall deliver to WiserWays all site content, graphics, information needed for access to host (including but not limited to userid & password) within 10 days of the execution of the Letter of Agreement for Site Design and Hosting Services

Registration of Domain Name and set up of initial hosting or Transfer of Domain to WiserWays provided hosting or providing UserID and Password for existing site \_\_\_\_\_

Delivery of content information & art work to WiserWays \_\_\_\_\_

Delivery of preliminary design concept \_\_\_\_\_

Approval of design concept \_\_\_\_\_

Site delivery \_\_\_\_\_

Final Payment \_\_\_\_\_

## 14. Style Guidance

List at least 3 sites you like and explain why:

List at least 3 sites you dislike and explain why:

## 15. Maintenance

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

Signature \_\_\_\_\_ Date \_\_\_\_\_