

# Website Planning Worksheet

The hardest part of designing a website is deciding upon the look and content of the site. This questionnaire is designed to help you clarify what you want your site to become, so that we can provide you with something that closely resembles your dream site. It helps if we are all "reading from the same page" which is oftentimes difficult when discussing concepts and graphics. You are welcome to fill in the form electronically, resave it and send it back to us, or you can print it out, fill it in, and mail it back to us. Or, you can simply use it to provoke thought about your website and then discuss your ideas with us.

---

## All about you

---

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

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

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Contact for Website Approval / Content Collection \_\_\_\_\_

### 1. Your Company

What does your company do? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company slogan or **tagline** \_\_\_\_\_

What makes your company unique? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Anything that is important for us to know about you/your company? \_\_\_\_\_

\_\_\_\_\_

**2. Your Image.** It is very helpful if you can provide us with a copy of your company's letterhead, brochures, catalog, business cards, etc. so we can see how you present your company image.

Do you have a logo?  Yes  No

Would you like us to help you create or redesign your logo?  Yes  No

If you do have a logo, please send us the original artwork in a .pdf, .ai or .psd



---

Visit the websites of your main competitors, and summarize below:

Name/Site	What is good about this site?	What is bad about the site?

**1. Colors and Accents.** Are there any colors that you have already chosen, or would like to choose, as part of your image? If so, list them.

Preferred main **color(s)**? \_\_\_\_\_

Preferred accent **color(s)**? \_\_\_\_\_

Preferred accent **color(s)**? \_\_\_\_\_

If you haven't gotten as far as choosing colors, it is helpful to do a bit of "educational surfing," keeping an eye out for sites with color schemes that you like and dislike. If you have already listed this information in an earlier section, disregard.

**Sites with colors you like** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sites with colors you dislike** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

---

## Site Content & Organization

---

### 1. Reasons for wanting a site

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

- To establish a **web presence**.
  - To **sell products online** taking credit card information over the Internet.
  - To provide **contact details and/or directions** to potential customers.
  - To provide **news** to potential customers (eg "the u-pick field is now open")
  - To make available **product information and price lists** to distributors.
  - To make available **product information and pricing** to customers.
  - To strengthen **brand/name recognition**.
  - To create a **favorable impression** of the company or organization.
  - To expand **customer base**.
  - Other \_\_\_\_\_
- 
- 
- 
- 
- 
- 
- 
- 
- 
-



## 5. Forms

Do you require any forms?

- Contact** for visitors to contact you (other than an email link)
- Request for information**
- Survey** or other feedback form
- Booking** or reservation form
- Other: \_\_\_\_\_

## 6. Shopping Cart

Do you require a shopping cart?  Yes  No

If yes, please list your main product categories:

---

---

---

Do you have a Merchant Account (for processing credit cards)?  Yes  No

Do you need us to recommend Internet Merchants?  Yes  No

## 7. Blogs

Blogs can be used for more than just spouting views. They can be used for news, testimonials, case studies, upcoming events, portfolios, etc. Any sort of regularly updated and timestamped information is perfect for a blog.

Do you require a Blog?  Yes  No

Do you require an Online Calendar?  Yes  No

If yes, how would you most like to use your blog:

---

---

---

## 8. Social Networking

Linking your website to your social networking spaces is a great way to bring unity to your web presence.

Do you belong to any social networking sites?  Yes  No  
ex. *LinkedIn, Facebook, MySpace, Yahoo, etc.*

If yes, which ones:

---

---

## 9. Content Management Systems

Would you like the ability to update the content of your site on your own, with no web developers or HTML knowledge?

Yes  No

What information are you looking to update regularly:

---

---

## 10. Photos, Graphics & other elements

Photos & graphics can make or break your site, so it is important to spend some time either taking photos of your company, products, and people, or finding photos that convey an image you like. (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.) Please put a check next to items you wish to include.

- Your own **Photos**. You can supply either by sending the photos themselves for us to scan and return, or by sending the digital images on CD or via email.
  - Stock photos** can be obtained from IstockPhotos ([www.istockphoto.com/](http://www.istockphoto.com/)), Dreamstime ([www.dreamstime.com](http://www.dreamstime.com)), Fotolia ([www.fotolia.com](http://www.fotolia.com)) and other photo sites on the internet. You can purchase the photos and send them to us, or you can have us purchase the photos on your behalf and invoice you for them.
  - Clipart**. We can recommend some sites with quality clipart, or you can provide us with your preferred clipart graphics. Most stock photo sites also have good clipart available.
  - Animated GIF images**.
  - Flash**.
  - Sound**, either MIDI musical background or streaming Real Audio for music or voice.
  - Video clips**
  - Other**
- 
-

---

## Technical Stuff

---

You don't need to be technical to have and update a website. We understand that technical details can be daunting, and can handle as many of the details as you wish. If you have any questions, ask. We don't expect you to know how things work behind the scenes. The internet is so complicated that we are often amazed that it works!

### 1. Domain Names

Do you have a domain (URL)?  Yes  No

A domain name must be registered before you can use it.

Domain name(s) \_\_\_\_\_

Desired  Already Registered

Domain name(s) \_\_\_\_\_

Desired  Already Registered

### 2. Web Hosting Service

Do you need web hosting services (a place for your site to be housed on the internet)?  Yes  No

If no, please provide us with information on your current hosting provider:

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail for support: \_\_\_\_\_

FTP Server name: \_\_\_\_\_

FTP Username: \_\_\_\_\_ FTP Password: \_\_\_\_\_

### 3. Stats.

Information about **number of visitors to your website** can be obtained from your web hosting provider. You can also set up a free account with Google Analytics (<http://www.google.com/analytics>). Would you like to set up a free account with Google Analytics so that you can track vital web statistics?  Yes  No

If yes, please provide the following information.

Google Analytics Username\_\_\_\_\_

Google Analytics Password\_\_\_\_\_

---