

# Website Planning Worksheet & Guidelines

This document is designed to enhance communication between the designer and the client. In order to complete each Phase, we request some items from you that are listed below.

## Phase I: The Design Phase

The purpose of The Design Phase is to develop and complete the main "look & feel", termed as **layout** of your website and to get this approved by you. By the end of the Design Phase you will have a good representation of what your web site is going to look like. We require your approval of this design before we move on to Phase II (the final phase) where all of your content is gathered and implemented into your site.

### 1. a. Company Contact Information

<u>CLIENT</u>	
Contact: _____	tel: _____
Company Name: _____	
Address: _____	
City/ST/Zip: _____	
e-mail: _____	
Where did you purchase your domain name: _____	
URL (if any): _____	
FTP User Name: _____	Pwd: _____
Social Networking Accounts/URLS:	<input type="checkbox"/> facebook: _____
<input type="checkbox"/> twitter: _____	<input type="checkbox"/> LinkedIn: _____
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____

### 1. b. Company Overview

What is the purpose of the site?

---

---

---

---

---

## 2. Website Information

- A. Decide in order of importance which of the following you wish to do.
- Let people know about my business
  - E-commerce
  - Explain my priorities and goals
  - Encourage people to hire me
  - Take online donations
  - Provide information for your staff
  - Other:
- B. Who do you want to visit your site?
- Who is the primary audience your site is aimed at?
  - Who might be looking for your site/information?
  - Who might be interested if they reach your site accidentally?
  - Other:
- C. What will you offer on your site?
- Contact Information
  - Details about your business: history/experience/qualifications
  - Information about your products
  - Store / e-commerce
  - Testimonials
  - Photos
  - Volunteer opportunities
  - Media Information / News
  - Event Calendar
  - Links to or streaming facebook, twitter, LinkedIn
  - Steaming twitter and/or facebook boxes
  - Other:
- D. How do you plan to bring visitors back to your site?
- What will be useful enough to lure them back?
  - What fresh content/regular news are you likely to have?
- E. How do you plan to bring in visitors? (just something to think about)
- Submissions to: Search Engines, Directories, Industry-Specific Directories
  - Reciprocal Linking with Others
  - Link exchange/banner ads
  - Paid banner ads
  - Paid preferential search engine listings
  - Internet Press Releases
  - Marketing in Newsgroups/via E mail
  - Business cards, Letterheads etc
  - Offline media advertising
  - Mail / Flyers
- F. How would you define success for this site?

---

---

---

### 3. a. Provide us with examples of web sites that you like

As you look at websites or templates (competitors or otherwise) think about color, layout and features. You can find different aspects from different sites.

**Example 1**

Web Site Address: \_\_\_\_\_

What you like: \_\_\_\_\_

---

---

**Example 2**

Web Site Address: \_\_\_\_\_

What you like: \_\_\_\_\_

---

---

**Example 3**

Web Site Address: \_\_\_\_\_

What you like: \_\_\_\_\_

---

---

### 3. b. Provide us with examples of web sites that you don't like

**Example 1**

Web Site Address: \_\_\_\_\_

What you don't like: \_\_\_\_\_

---

---

**Example 2**

Web Site Address: \_\_\_\_\_

What you don't like: \_\_\_\_\_

---

---

**Example 3**

Web Site Address: \_\_\_\_\_

What you don't like: \_\_\_\_\_

---

---

#### 4. Logo and Tagline:

Do you have a logo and tagline? \_\_\_\_\_

---

#### 5. Navigation Layout:

- A. Please provide us with the button names / links that you would like to use on your website and the location. *Refer to 2C for ideas.*

---

---

---

- B. Please select the position for the above Menu links that you prefer.
- Horizontal (across the top)
  - Vertical (please circle the side you prefer: Right or Left )

- C. Do you also need any links on the footer, if yes, please mention them below.  
*Examples of such links can be: Contact Us/ Home / About us / Privacy Policy*

---

---

---

This will give us a good place from which to start working. Thank you.

### Phase II: Final Content Submission Phase

The items in Phase II are required to complete your site. *Since Phase II begins only after Phase I is completed, there is no urgency in getting these items to us until then. **Instead, we ask you to begin organizing these items and hold on to them so that you can submit them all together.***

#### Items Required From You (email is fine):

##### Page Content

When you submit page content/text, please preface it with a title that matches the button/link name for the page it will be placed on. If you are unsure of what to put on a specific page at the moment, please put **Coming Soon**.

##### Images

Any images, logos, etc you would like on your site.

[example@website.com](mailto:example@website.com)