



WEBSITE PLANNING WORKSHEET

This Web Planning Worksheet was developed to help organize your ideas and documents for your new web site. The more thoroughly you complete this form, the more definitive an estimate we can give you. If you get stuck or have questions on any of these items, please don't hesitate to call. We're happy to help!

Business Name: _____

Contact Person: _____

Street: _____

City: _____

Zip: _____

Phone: (____) ____ - ____

Alt Phone: (____) ____ - ____

Email: _____

Target Launch Date: _____

Business Description & Target Market

Let us know what you do and who your target market is...

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) _____

Site Organization

It is extremely important to organize the information on your website in a logical manner and implement a navigation structure that will make sense to your customers. We do this by breaking the information down into pages (or headings). That way it will take just seconds for your customer to find exactly what they are looking for rather than frustrate them to the point of giving up!

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.

- 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
- _____
- _____
- _____
- _____

Site Hosting and Domain Names

You will need a web host provider for your website. A web host provider is a company who rents out web space and bandwidth to those who wish to publish a web site. The web host gives its customer an account, which can be used to upload HTML documents, PHP scripts, graphics, and etc...

There are many host providers out there and you're welcome to investigate them and find one to meet your specific needs. If you're looking for a recommendation on who to use, we use Hostway (www.hostway.com) on most of our sites. If you find this process intimidating or confusing in any way we will be more than happy to help you sign up for your host. They will need payment before your account is activated (credit card or checks accepted).

Web Host name & web address: _____

Your web host account name: _____

Your web host account password: _____

Your domain name needs to be registered (preferably through your web hosting service) before you can use it. You may check the availability of your desired domain name with your hosting provider or at Network Solutions (www.networksolutions.com)

Domain Name _____

Text

- You will need to set up word processor files (we prefer Microsoft Word) for the text to be contained in your site. Use this worksheet to indicate the headings for each page/topic (such as Home Page, About Us, FAQ, etc.) It may even be helpful to set up a separate document for each page.
- Please send us your final version or as close as possible. While we expect to make minor changes here and there after the website is prepared, it will save you \$\$ to have it right the first time.
- You may also submit your text in hard copy but it will take us substantially more time to type your text.

Company Logo and Trademarks

You may already have an existing company logo that you would like to use. If so, please provide us with an electronic copy (.eps, .jpeg, or .tif files) Also, if you have existing letterhead, business cards, brochures, etc... it would be helpful if you provide us with copies of those too. This way we can see how you currently present your company image and if you're happy with it we'll follow through with the same look to keep your branding intact.

If you DO NOT have an existing company logo, we will work with you to design one! We also do design for business cards, brochures, posters, etc...

- Have existing logo we are happy with and can provide electronic copy
- Have existing logo we are happy with but do not have an electronic copy to provide you with
- Have existing logo we would like to have updated or re-designed
- Do not have logo and will need you to design one

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks. We will list copyright and trademark information in small print at the bottom of every page.

- _____
- _____

Color

Are there any specific colors that you request to be included in your site design?

- Yes, _____

Photos

It is likely that photographs will be needed in the design of your site. We need to determine what the best source will be for the photography.

- I will provide all the photos needed.

If you have photos that you would like to be used on your web site, provide digital copies if available. Alternatively, we can scan hard copies of the photos. (please be sure you are the copyright holder on the photos or you have permission from the copyright owner)

- I'm interested in VividPix shooting photos for us.

We are very capable to shoot photos for usage on your site. We will only charge our standard hourly rate and there will be no additional usage fee. VividPix & Design does retain the copyright on all images they shoot.

- I prefer to use all Stock images.

Sometimes the project can best be served (economically) by using stock photography. There are numerous great on-line stock photography agencies out there. Searching for the right stock images will be part of our design process.

- Other (please explain)

Music

Music is a great feature to add to a musician's website. One word of caution though, let it be the user's decision to turn the music on and decide what the volume will be. Do not greet someone to your website with automatic starting music. It's a HUGE turn off! We recommend a button that will start the music at the user's discretion. We use special software that will create a Flash jukebox out of your music files.

- Yes, I want to include some of my music on the website and will provide a CD for you to make web-ready files.

Video

Video is also a great feature to add to your site. Like music, we recommend that it be up to the user to start.

- Yes, I want to include video on my website and will provide "web-ready" files (i.e.; .wmv, .swf, etc...)

Updating & Maintenance

Now is the time to decide on how you want to handle the updating and maintenance of your website.

- I want to pay the standard hourly rate and have VividPix to do all the updating to my site.
- I will do all the updating to my site and have the knowledge & software to do it.
- I would like to have a content management feature added to my site and have the ability to update certain content (like event schedules or news) on my site from anywhere in the world with internet access.
 - List below, the areas of your site that you would like to include a content management feature.

Marketing Ideas for Your Website

- Give customers a good reason to come by offering them something
- Find industry-wide linking pages and negotiate reciprocal links to and from their web pages
- Press releases
- Purchase Web advertising
- Becoming active in Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Include your e-mail and Web address on all your company's print literature, stationery, and display advertising
- Custom bags or boxes for packaging, storefront window, bumper stickers, etc.
- E-mail newsletters
- We will submit your site to the major search engines.

Thank you for your consideration. We look forward to working with you!

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