

Website Planning Worksheet

This questionnaire provides an opportunity for you as a prospective customer to start thinking about your goals and needs and the possible ways these can be reflected through your web page. Once you have completed this, we in turn can give you a cost estimate.

Organization Name: _____

1. Purpose

Please put a check in front of each pertinent item, putting a "P" in front of your 2 top priority items.

- To develop or strengthen your company image only within specified geographical area.
- To develop or strengthen your company image outside your present geographical area.
- To establish a web presence for a specific existing web opportunity you already have in mind.
- To develop a list of prospects.
- To develop an email list for publication (newsletter, e-zine) purposes.
- To sell products directly over the Internet.
- To encourage potential customers to contact you.
- To make product information and price lists available to distributors.
- To make product information and price lists available to customers.
- To provide service information to your customers such as order status, appointment confirmation, etc.
- To strengthen brand identification.
- Other _____

2. Your Customer

Do you have marketing research information on your present customer base? _____
Do you have marketing research information on your potential Internet customer? _____
(Please be sure to include this information in your package.)

Please describe your average customer:

Do you want to change this profile and, if so, how?

3. Site and Domain Names

Will your site name be the same as your present company or organization? _____

BYD Initials _____

Page: 1

Customer's Initials _____

If not, what are you considering for your website name?

Have you already registered a domain name? _____

If yes, what is the domain name: _____

Would you be willing to register other names as well if it is necessary? _____

If you haven't registered a domain name, do you need assistance in deciding on one?

4. Graphics and Photographs

Do you have an existing logo? _____

Do you want a web-only logo or also need one for print?

Web-only _____ Print _____

Please include in your package color copies of all logos and graphics that you are presently using. If you do not have copies that are camera ready, please try to obtain them from your advertising/graphic design agencies and publications. Any information that your graphic designer needs for print such as Pantone colors would also be helpful.

Please write down your ideas on this subject and provide what examples you can:

Do you have or want photos on your site? Good photos can be very effective; bad ones really distract. Photos can be more effective than clip art but remember photos can slow down the page loading. They should be used sparingly or where a browser will expect to wait (such as when viewing products).

We'll be glad to help you choose already existing photos or take new ones if you are in our local area. Please send actual lab produced photographs or digital files. Do not send color copies or laser printed copies. All photos will be digitally prepared for the web (and print if you wish) to assure the highest quality photos. If you are taking digital photographs and would like them readied for print as well, make sure your camera can take photos with a resolution of 300 dpi (or follow the guidelines from your publication).

5. Page Design and Colors

BYD Initials _____

Page: 2

Customer's Initials _____

Choosing your website colors is not unlike choosing colors and graphics for a print campaign and should be similar to that to keep branding intact. Simplicity, cross-browser use and restrained use of flash are the hallmarks of good web design. White backgrounds provide ample contrast and readability for any age and eyesight. Colors should be used as accents not bold backgrounds. Animated graphics can be fun but since they slow down page loading and can be distracting, they should always be used sparingly and set up so they can be bypassed for speed.

Too many graphics and page elements mean some part of your message is going to get lost. Use of what's called white space applies in web design as well as print. Avoid clutter!

Do you have specific colors or graphics in mind already? Please describe and include samples in your package.

If not, do you have personal preferences we need to consider _____ or are you open to any suggestions? _____

Please describe:

6. Static Page Setup

Page setup can vary but having the menu and color on the left side of the page is the most effective, simplest presentation. More complicated pages with frames, tables and scripts can also be effective, but we will recommend the most appropriate setup for your website purpose and needs.

Each page will have menu navigation. This way your "home" page links to all the other pages and vice versa. This menu will exist in a similar form throughout your site so that every page will carry the same theme. Each page will also have a click-on email navigation, copyright and trademark info, and webmaster click-on navigation to report problems or request web information.

Use the following checklist to start planning your pages.

- ___ *home/index
- ___ *about the company
- ___ *contact page
- ___ *departments/products, please list # and/or titles:

BYD Initials _____

Page: 3

Customer's Initials _____

- (parts, service, support, geographic divisions, categories of products, etc.)
- events/news
 - newsletter
 - frequently asked questions
 - location, directions, map
 - company directory
 - e-commerce, # of categories _____, # of products _____
 - local or industry navigation links
 - *basic site requirements

7. Content

Don't forget, words are just as important as any of the design, and the bells and whistles. Well-written copy and information can mean the difference in actually making a sale or gaining a customer.

Any written content should be provided on disk in any standard word processing or desktop publishing format. Scanning of paper is possible but can add dramatically to your cost. Automatically included in any work we do for you is spell checking; however, a perfect site requires checks by several individuals, not just one.

We do provide writing and editing services. This is a consulting experience: we have to have your complete cooperation and feedback so that your website truly reflects who you are.

Will you need assistance with your written materials? _____

Please explain the extent of your needs:

8. Bells and whistles

Many other possibilities exist to make your site interactive and interactivity can increase your traffic. If you've got fun or useful items, your customers are more likely to return often. Each of the following will require scripts, specific programming or web search but all can interactivity to your site.

Please check off what you might be interested in. We will also make recommendations if we feel these can be appropriate for you.

- Facebook - Twitter
- site & web search
- request or response forms

BYD Initials _____

Page: 4

Customer's Initials _____

- email address collection (extra \$ for database management)
- guest book for comments
- Chat
- live chat, customer service
- email with your web name in their address
- news for your industry, headline news or stock information from a service
- visitor counter
- quick links page that your customers can add interesting links onto
- affiliate advertising: sell other products and earn commissions from other web pages
- animated GIF images
- shockwave/flash animations
- video, sound, music

9. Web Hosting

Choosing a web host is a confusing business. Not all web hosts provide the necessities for some of the bells and whistles, so your present provider may not be able to handle your new site. We can make recommendations and arrangements if you need them.

Have you already obtained or use a web hosting service? If so, please fill out the blanks below:

Web Hosting Service: _____

Phone: _____

FTP sign-in Info: _____

E-mail for support or help: _____

If not, would you like for us to make arrangements or recommendations for you? _____

10. Maintenance

We recommend contract maintenance so that you can be assured your site will be in good shape and up-to-date. Our basic maintenance includes monthly search engine registration, automated navigational-link checking, any repair/normal upkeep, and minor text changes with normal hourly rates applying after the first hour. Maintenance can also include order processing product maintenance for e-commerce sites at an additional per incident (not hourly) cost. Will you require someone to maintain your site monthly? Please describe your requirements as best as you can.

Yearly or on-going contracts are available.

11. Marketing

BYD Initials _____

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Customer's Initials _____

A web site is not "build it and they will come" scenario. That's Hollywood and hype. The reality is that marketing on the web is just as fraught with problems and decisions and even cost as your local marketing campaign. There are free or low-cost avenues, but there are costly ways to advertise as well.

Some suggestions include:

- Getting out the word starts with search engine registration. (We can do it for you or we tell you how.)
- Be sure to put your web and email address on all of your printed materials. (We can redo your printed materials, if necessary.)
- Be sure to mention it in all of your print advertising. You could even use the advent of your site as a basis for an advertising (print) campaign. (We'll be glad to consult with you!)
- Start a e-newsletter or e-zine (we could start and maintain this for you)
- Place your website on navigational pages oriented to your industry. Provide links to them as well.
- Banner advertising-some banner programs have no cost set-ups where you generate your banner advertising from your customers clicking on your site banners. Programs exist for certain industries or customer requirements.
- Web rings also exist where your site is directly connected in a ring of like sites. These are free and easy to set up.

Price for these types of services will be billed on an hourly basis and cannot be accurately estimated ahead of time.

Would you be interested in any of the above? _____

If so, please give us your ideas & needs:

12. Estimates, Guarantees and Procedures.

Package pricing is available for small static web pages but we discourage taking this route. Cookie cutter sites aren't usually very effective but are a good way for web page designers to make money. We want to give you the best site we can for the least money. Some tasks can only be priced at an hourly rate and some tasks have standard fees. We will be glad to provide a cost estimate for you once you have filled out the above information. If you include all the requested graphics, we can give you a more definitive estimate.

Your estimate will be clear and as comprehensive as we can make it. Once we start on your project, you will be kept informed of the total hours spent and charges incurred on a daily, weekly or monthly basis, depending on your needs.

We also prefer to work closely with you on the design and will be showing you partially completed or mocked up pages from time to time. Please realize this is just to make sure we are in agreement as to the look--these pages may not be technically usable and may contain mistakes. Your feedback is necessary in this process but do not sweat the small stuff--yet!

BYD Initials _____

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Customer's Initials _____

Your cost estimate with the necessary revisions will be signed by both parties and should answer any questions you may have and explain procedures and due dates. We will start work as soon as we receive this signed agreement and a 50% deposit and have space in our schedule. We will give you an estimated completion date, but we are relying on you to furnish the materials--you can make the process quicker and more efficient and you can also delay it.

We guarantee our work. Any misspellings, incorrect information or text, and any non-working elements that we have caused will be fixed immediately if brought to our attention within the first 30 days of contract completion. Any subsequent problem after those 30 days will be investigated and you will receive an estimate for the cost. Please note if you contract for maintenance with us, most problems will be handled within those parameters. We will investigate any problems, not caused by us, but by a third party and make recommendations. Please understand that web pages are very complicated and your web host, your email setup, other web pages, hackers, scammers, etc., can generate a wide variety of problems and we have no control over them.

What is your target start date? _____
What is your target end date? _____
Your Name: _____ Title: _____
Mailing Address: _____
Agent/Address for invoicing: _____
Physical Address if different: _____
Phone (local & toll-free): _____ Fax: _____
Email address: _____
Date: _____

Please take time to review this form and make a list of items that need to be sent to us. You will be informed by email if additional materials are needed. Keep a copy of that e-mail and this form.

We look forward to working with you!