

## Web Site Planning Worksheet

This questionnaire is designed to enhance communications between Idealonweb Design and our clients. It also provides a written memorandum of our mutually agreed plan.

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

### 1. Purpose

Give the most important purpose a "1", next most important a "2", etc.

Leave those blank which do not interest you at all. \_\_\_\_\_

Gain a favorable impression of the company or organization. \_\_\_\_\_

Develop a qualified list of prospects. \_\_\_\_\_

Sell products directly taking credit card information over the Internet. \_\_\_\_\_

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

Make available product information and price lists to distributors. \_\_\_\_\_

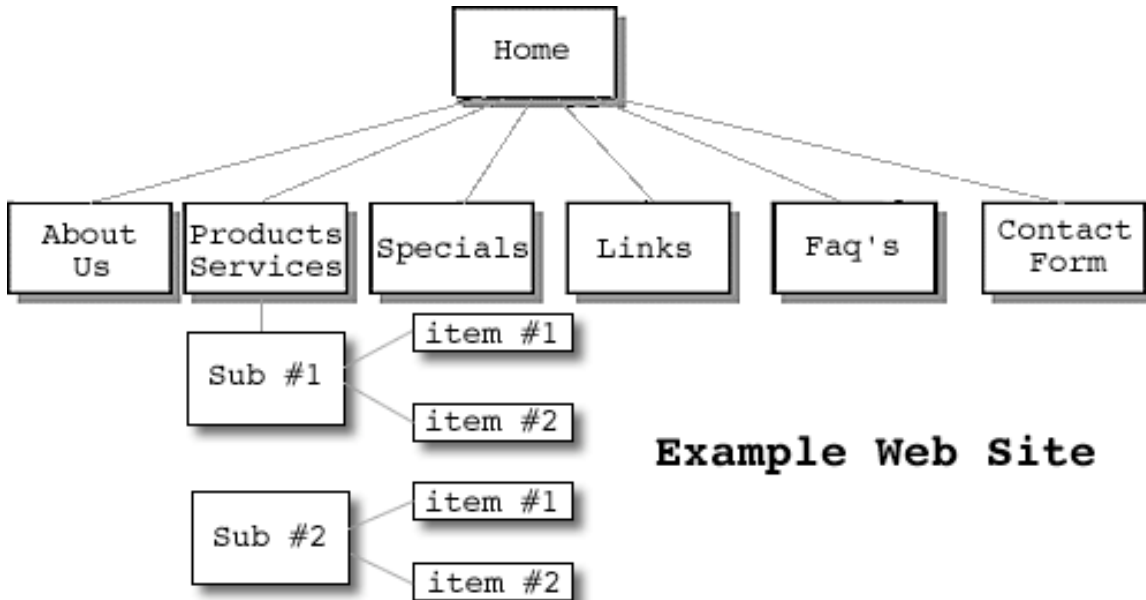
Make available product information and price lists to customers. \_\_\_\_\_

Strengthen brand identification.

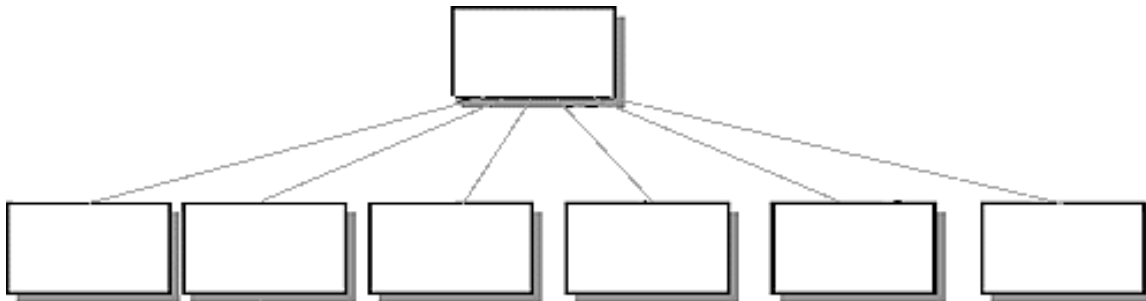
Other \_\_\_\_\_  
\_\_\_\_\_

## 2. Site Organization

To aid in easy navigation of a web site, the content of the web site will be broken down into main categories and subcategories if needed. See example below:



In the boxes below or on the back of this worksheet, please label your main page and sub categories (if any). These will be the link names that will be used in developing your navigational system. At this point, don't worry about total page count, as there are techniques that can help you keep your total page count down. For example, multiple products could be put on one page with image pop-up windows to show larger images. Your Idealonweb representative will suggest ways to streamline your site.



After review with an Idealonweb representative, the total number of pages decided upon is\_\_\_\_\_.

### 3. Site and Domain Names

Site Name on Masthead/Banner: \_\_\_\_\_

Domain Name: This 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>). Idealonweb offers domain name registration as a separate service.

Domain Name \_\_\_\_\_

Already Registered (circle): Yes No

### 4. Masthead /Banner Graphic

It is very helpful if you will include a color copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

Company Logo incorporated in the masthead graphic? \_\_\_\_\_

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

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

Preferred colors in palette? \_\_\_\_\_

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

### 5. Color and Accents

For the most part, we recommend a white or light colored background for best readability and contrast, with elements of color (page titles, lines, bullets, links, text, etc.) complementing the masthead/banner graphic.

We will include small print at the bottom of each page with copyright information, your e-mail link, and a reference to Idealonweb as the designer/programmer of the web site.

## 6. Navigation System

The navigation system of all our Standard Website Packages includes:

- Links from the front page and sectional pages to every page in the site to enable web search engines to "spider" and index content on every page. We highly recommend stylized text links over image-based links (buttons, image maps). Text links load instantly allowing the visitor to navigate to a different page even before the first page loads. "Mouseover" effects (color/size changes) will be included if text links are used. Image based link effects will be billed as "Swap Images" as per the enclosed pricing sheet.
- Visitors have become accustomed to the navigational links being located on the top or left side of the web page. We recommend maintaining this practice (unless a confusing site is your purpose). Left-sided menus with text links are especially useful on larger sites and will be included in sites of 6 pages or more. Left-side or top-of-page menus are available for websites with fewer than 6 pages.

### Optional Systems

- Frames: System where a scrolling menu typically remains on the left side to provide navigation. We do not recommend frames in most situations. They do not always print out, cannot be bookmarked easily, are rejected by most search engines, and often make the page design look "tacky". In very few cases, they are useful: (1) to display large databases of information, (2) to purposely hide URLs of content pages. (Extra charge)
- Site Search Engine: Useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

## 7. Basic Page Elements

These are the important items that appear on nearly every web page on your site.

- Page titles which show at top of web browser window (Keyword loaded for good search engine placement).
- Top-of-page graphic based on company logo and colors.
- Page title distinguished by larger type, different color or font.
- Body text formatted to remain at an easily readable size and paragraph width (usually 12-18 words) no matter how the visitor resizes their browser window.
- Standard company ID near bottom of page
- E-mail response link to the following e-mail address:  
  
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- Copyright and trademark information 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 are registered trademarks. -----  
  
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## 8. Text, 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 text, photos, and graphics you send us.

- Final text to be supplied via diskette or e-mail attachment. (Format: MS Word, MS Works, AppleWorks, WordPerfect)
- Photos to be supplied either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette. (Formats: TIFF, JPEG, GIF, BMP, PNG, PSD, EPS)
- Sound: Flash MP3, QuickTime MPG, MIDI, etc. (Extra charge)
- Flash animation: Relatively fast loading. (Extra charge)
- Animated GIF images: You supply. One animated GIF counts as one image in your total image allotment. We can also create them for you at an extra charge.
- Video clips: QuickTime format. (Extra charge)

## 9. Response Forms

Check off the purpose of your response form?

- Guestbook for visitors to record comments
- Request for information
- Survey of customer preferences
- Other: \_\_\_\_\_

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and a payment-processing gateway. See the pricing/specification sheet for shopping cart ordering systems options.

## 10. Web Hosting Service

You will need to establish a web hosting contract with a web hosting service provider. We offer web hosting, but you are free to contract with any hosting provider using a stable Unix-based server. We require CGI-BIN access and FTP access and strongly recommend telnet access. Our response forms and shopping carts also require a SSL connection, and Perl, MySQL, PHP modules and languages.

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

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

E-mail for support or help: \_\_\_\_\_

If you choose Idealonweb as your hosting provider and you are having your site designed by Idealonweb, we will waive any account set-up fees.

## 11. Registering and Advertising Your Website

Consider these practices:

- Design a site from the beginning that is search-engine-friendly and submit your URL to free web search engines.
- Giving customers a good reason to visit by offering them something of value (information, discounts, etc.)
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing "real world" and web advertising.
- Making your web site part of one or more of the many "malls."
- Including your e-mail and web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

Information about number of visitors to your web site can usually be obtained from your hosting provider, from statistics generated daily. We do not include page counters on our standard web site packages. We do offer a more in-depth tracking program is available for an additional charge.

## 12. Maintenance

Package prices include minor updating over the first three months of the contract. This covers minor text changes, external link changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), which is billed at our hourly rate.

On behalf of my organization, I approve the above plan that I have developed with Idealonweb to construct a web site, and I authorize Idealonweb to use this Web Site Planning Worksheet as the basis of the project.

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

Printed: \_\_\_\_\_