

Website Planning Worksheet

This worksheet 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 mark in front of each pertinent item, putting a "P" in front of your two 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) purpose.
- 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 you present company or organization? _____

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 read, please try to obtain them from your advertising/graphic design agencies and publications. Any information that your graphic designer has for print such as Pantone or Hex/RGB 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 to be 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

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 preference 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 frame, 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 have copyright information, 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:

(parts, service, support, geographic divisions, categories or 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

Content should reflect keyword rich words and phrases. This can have a positive effect on search engine results.

Don't forget, words are just as important as any of the design, 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 or sent to us (as attachments) using our online support ticket system. It can be sent in any standard word processing or desktop publishing format (preferably WORD). 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 different 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 you 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 add 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.

- () Calendar of events, maintainable by anyone on your staff with web access
- () Site & web search
- () Request or response forms
- () e-mail address collection
- () Guest book for comments
- () Chat
- () Live chat, customer service
- () e-mail 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

() shockwave/flash entry page

() video, sound, music

9. Web Hosting

We prefer to host the sites that we create because we know and trust the reliability of our servers, although we can work with other hosting companies.

Choosing a web host can be 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 arrangements to move your site to our servers if necessary.

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

Web Hosting Service: _____

Phone: _____

E-mail for support help: _____

10. Maintenance

In most cases, editor capabilities are included in your website design. If you do not have time to keep your site fresh and updated we recommend contract maintenance so that you can be assured your site will be in good shape and up-to-date. Our maintenance plans can include monthly search engine registration, automated navigational-link checking, any repair/normal upkeep, and minor text changes. Our maintenance plans can also include order processing product maintenance for e-commerce sites at an additional cost.

Will you require someone to maintain your site monthly? Please describe your requirements as best you can.

Yearly Contracts are Available

11. Marketing

A web site is not a “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 the word out starts with search engine registration. (We can do it for you or we tell you how.) We offer website promotion/submission services.
- We also offer website marketing/promotion classes
- Be sure to put your web and e-mail address on all of your printed materials
- Be sure to mention your website in all of your print advertising. You could even use the presentation 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 customers requirements. We offer great banner advertising as well as targeted sponsor and button ads throughout our ChristianBizz Directory.
- 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 vary.

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 smaller websites. 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 as clear and comprehensive as we can make it.

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.

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 sign a contract agreement and receive a 50% deposit. We will give you an estimated

completion date, but we are relying on you to furnish the materials. Keep in mind, 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 not if you contract for maintenance with us, most problems will be handled within those parameter. 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 e-mail setup, other web pages, hackers, scammers, etc., can generate a wide variety of problems and we have no control over them.

Today's Date: _____ Business Category: _____

What is your target start date? _____

What is your target end date? _____

Company Name: _____

Your Name: _____ Title: _____

Mailing Address: _____

City/State /Address: _____

Email Address for invoicing: _____

Phone (local): _____ (toll-free): _____

Cell Phone: _____ FAX: _____

E-mail address: _____

Username: _____ Password: _____

(Please use 6-8 characters in both the username and password. These will be used for the admin area and control panels for your site.)

Bizz Rep Initials _____

Customer's Initials _____

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 e-mail if additional materials are needed. Keep a copy of that e-mail and this form.

We look forward to working with you!