

## Website Planning Worksheet

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This questionnaire is designed to enhance communications between Walters Web Design and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone or in person with a Walters Web Design representative. After we've filled in the blanks as we talk, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

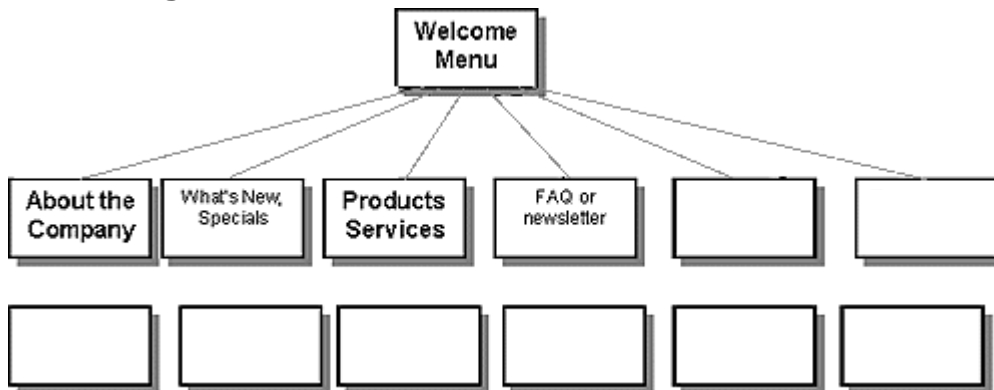
**Organization Name:** \_\_\_\_\_

### 1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- To gain a **favorable impression** of the company or organization.
  - To develop a qualified **list of prospects**
  - To encourage potential customers to **contact us by phone or mail** to consummate a sale.
  - To strengthen **brand identification**.
  - Other \_\_\_\_\_
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### 2. Site Organization



Please label pages you desire and cross out the rest.

Total number of pages decided upon \_\_\_\_\_

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### 3. Site and Domain Names

Site Name on Masthead: \_\_\_\_\_

**Domain Name** It 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 [Dynamic DNS](http://www.dyndns.com/) (<http://www.dyndns.com/>)

Domain name \_\_\_\_\_ Desired \_\_\_Already  
Registered

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### 4. Masthead Graphic

It is very helpful if you will include a 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? If so, please send an electronic copy.

\_\_\_ **Typeface** preference \_\_\_\_\_

\_\_\_ Preferred **colors** in palette ([PMS colors?](#))

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

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### 5. Color and Accents

Professionalism in all aspects of design is the key to maintaining visitors. Your Website's colors are an important factor to imparting your image. Using color harmony, avoiding eye-strain, and choosing web safe primary colors are three techniques to create a professional looking web site as well as improve visitor response. Always avoid tacky choices, such as bright yellow backgrounds or a rainbow palette for text.

May we include a link at the bottom of the welcome page which reads "**Website Designed with Care by Walters Web Design**"? (You are under no obligation to say yes, but reciprocal linkages can be more effective in site promotion than search engine [registration](#) alone.) \_\_\_Yes \_\_\_No

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### 6. Navigation System

Choosing an effective navigation system is by far one of the most important choices to make. If you have specific ideas about your navigation system or are just learning, I would recommend checking out the article, "[Navigation 101](#)". The following navigation systems are available:

- **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
  - **Rollover Menu** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. You are limited to a maximum of about eight (8) selections on this menu.
  - **Left-Side Menus** with text links are especially useful on larger sites. They can allow more detail than an 8-item rollover menu. These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern.
  - **Popup Menus** use Java script to display a list of related pages when their respective category is rolled over with the mouse. These are one of the most popular navigation systems of late because they're clean, taking up little space, and allow you to display a complete list of all your pages on every page.
  - **Image Maps** are not recommended for every page of your site. They typically consist of a large image with click-able hotspots.
  - **Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily, and can make the page design look "tacky" if their ugly gray scroll bars must be left in place. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back.
  - **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (This constitutes an Extra charge on our custom interactive rate, as it requires database integration.)
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## 7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **Page titles** which show at top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Page Title** in larger type. Heading Font Style: \_\_\_\_\_
- **Text.** Body Font Style: \_\_\_\_\_ (recommend standard font, such as Times New Roman, Ariel, Helvetica, etc.)
- **Navigation System**
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address:  
\_\_\_\_\_
- **Copyright and trademark information** in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

## 8. 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 photos or graphics you send us.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
  - **Photos** you supply either by sending the digitized images via email or on a diskette or by sending the photos themselves for us to scan and return (not preferred).
  - **Stock photos** obtained from Photodisc (<http://www.photodisc.com>), PictureQuest (<http://www.picturequest.com/>), or a similar service. I can help you select the photos, but I would need to bill you for our time at our hourly rate.)
  - **Sound**, either MIDI musical background or streaming Real Audio for music or voice, can often be distracting and tacky. Use it with care.
  - **Animated GIF images** other than rollovers are almost always tacky.
  - **Shockwave Animations or Flash** is probably the most classy, professional, and attractive way to integrate motion into your site.
  - **Video clips**, such as QuickTime and Windows Media Video require a lot of storage space and a lot of bandwidth to download. They should be absolutely necessary and used sparingly.
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## 9. Response Forms

Some basic forms can be created using CGI. Others, requiring PHP or CFML, for database integration are at an extra cost. What is the purpose of your response form?

- Guestbook** for visitors to record comments  
 **Request for information**  
 **Other** \_\_\_\_\_

**Note:** We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using ShopSite Lite with a secure server. We charge extra to set up the ordering system.

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## 10. Web Hosting Service

We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please let us recommend a Web host



service for you. We require cgi-bin access and FTP access, and strongly recommend a service that provides support for PHP, SQL, Cold Fusion, and FrontPage extensions.

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

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

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

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## 11. Registering and Advertising Your Website

I will submit your information to **Web search engines** to "register" your website after final payment is received. Before doing this I will work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords. There are some things you can do to advertise your site.

- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their Web Pages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website 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 website** can usually be obtained from your Internet Service Provider, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Standard Website Packages

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## 12. Maintenance

Target Date \_\_\_\_\_

Package prices include minor updating over the first six months of the contract. This covers minor changes to text etc. It does not include major changes, such as changing site structure or navigation scheme (which essentially involves constructing a new webpage), which is billed at our hourly rate.

**Target Date** for final payment to be made and your Web Site to be advertised:

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On behalf of my organization I approve the above plan which I have developed with Walters Web Design to construct a website, and I authorize Walters Web Design to use this Website Planning Worksheet as the basis of the project.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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