



-::WEBSITE DEVELOPMENT SERVICES::- PLANNING WORKSHEET

Your newly designed website will offer your company content for the broadest based audience possible. This requires access of a current website hosting account. We share our work process and generally accepted rules of engagement. We strive to learn your philosophies and target audience and then evaluate and suggest alternatives. The answer might be a simple adjustment rather than a total overhaul. **NOTE: We do not reply to requests that have no indication of your budget.**

*Potential Client Name: _____

*Budget: _____

*E-mail Address: _____

*Contact Phone Number: _____

Website URL: _____

Company Name: _____

Hosting Information:

Username: _____ Password: _____

PURPOSE: What would you like to achieve with this site? Describe the feelings you wish your site to evoke and the brand attributes you want it to convey.

TIMELINE: How soon would you like the website completed?

TARGET: Who would you like to reach with this website? How do you reach potential clients now?

COMPETITION: Who are your main competitors? Provide a list of some sites you like visually, and tell me about the features of the site that attract you. E.g., color or positioning. How would you like to convey your message – simple, clean, bright, rough?

VISUALIZATION: Do you already have an idea of how you see the layout of the site? Describe your website's desired look and feel by using adjectives and short phrases.

WORKING LINKS: How many pages will your website need?

CMS: Do you currently work with a content management system? Will you require one?

CONTENT: Is the content already created for this site? Will you need a copy writer?





GRAPHICS: Do you have photographs or digital files (video, sound, etc.) that may be displayed on the website? If not, will you obtain them for the project or would you prefer we purchase them?

MAINTENANCE: Who will maintain the site? Do you have in-house expertise to maintain your site? Would you rather be trained to maintain the site?

ADDITIONAL FEATURES: Music Player, Flash Banner, Flash Intro, Picture Gallery, Forms

GENERAL QUESTIONS:-

Current method of communication: How do you reach potential clients now? How do people learn about your company/product/service?

Please list any additional comments we might have overlooked.

DELIVERABLE CHECKLIST:-

Use as a guideline upon agreement of services.

- _____ Content: Reorganization of content to determine sitemap and objective
- _____ Brand: Client to provide vector format or have designer create
- _____ Copy: Client to provide error free text broken into pages with sitemap, heading, subhead and body in a Word document
- _____ Images: Client to provide or developer to purchase
- _____ Linking Pages: How many pages will be on the website?
- _____ Layout: Designer to produce up to 2 options
- _____ Reference: Client to provide design web links he/she find inspiring
- _____ Hosting Information: Domain name and hosting information provided to developer
- _____ Development: Upon approval from client
- _____ Publish Live: Access to client server needed

* Required Information

