

Website Planning Worksheet

Name: _____

1. Website 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 **sell products directly** taking payment over the Internet
- To encourage potential customers to **contact us by phone or mail** to consummate a sale.
- To make available **product information and price lists** to distributors.
- To make available **product information and price lists** to customers.
- To strengthen **brand identification**.
- Other _____

2. Website Planning and Organization

Please list what pages you'll need on your web site. Some examples are "About us" "Products" "What's New", etc

Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name It must be registered 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>)

Domain name _____ Desired Already Registered

4. Header 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 enclose a color copy.

Photo or drawing of product?

Typeface preference _____

Preferred **colors** in palette _____

Other ideas _____

5. Color and Accents

For the most part, we recommend a light background for best readability and contrast, with a band of color or a pattern for your accent. Your preference:

May we include a link at the bottom of each page which reads "**Built by MIJDesign**"? (You are under no obligation to say yes.) Yes No

6. Web Site 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 system to enable Web search engines to "spider" and index content on every page.
- **Left-Side Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. 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.
- **Left-Side "Buttons"** can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons (Extra charge)

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: _____ (recommend Arial Bold)
- **Text.** Body Font Style: _____ (recommend Times New Roman)
- **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 photos themselves for us to scan and return, or by sending the digitized images on a diskette.

For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Audio for music or voice.
- **Video clips**

9. Response Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
- Request for information**
- Survey** of customer preferences

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 paypal.com. We charge extra to set up the ordering system.

10. Web Hosting Service

We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. We use GoDaddy. We can organize your domain name and hosting for you. We recommend that we buy your desired domain name as soon as possible.

Yes we want to use your hosting:

Domain name required _____

We have our own hosting but would be interested in transferring to your service

Yes/No _____

We already have our own hosting service and want to stay with them:

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

11. Maintenance

Target Date _____

Package prices include minor updating over the first six months of the contract. This covers minor text changes, product changes, etc. It does not include major changes, such as changing newsletter content (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 on the WEB:

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

Signature _____ **Date** _____

