



Website Planning Worksheet

If you are ready to get started on your Website, this Worksheet will quickly and easily gather the necessary information. We will then contact you for any additional information and to answer any questions you may have. If you are not yet sure that you are ready to begin your site, simply indicate so below and complete as much of the Worksheet as you are able.

This Web Page Planning Worksheet is used in conjunction with the Web Quote Form as well as the Web Page Design and Maintenance Agreement in order to facilitate your needs. Please fill out the following information regarding the needs of your company. Once you choose Herley Web Design to develop your Web site, you will need to include a signed copy of this worksheet with your agreement. Keep a copy for your records. This provides a written statement of our mutually agreed plan.

Purpose of worksheet:

- I am ready to get started, here is all my information!
- I have some questions. I'll fill out what I can, please contact me.

Client's Name:	Name of Business:
Address:	City, State, Zip:
Telephone Number:	Email:

How did you hear of us?

- Search engine
 - Newspaper
 - Our Web site
 - Referral - if so who _____
 - Other
- Specify: _____

What type of Web site design services are you looking for?

- Design of an entirely new Web site
 - Complete redesign of an existing Web site
 - Maintenance or upgrade to an existing site
 - Other
- Specify: _____

Are you interested in ecommerce related services (selling products, accepting payments, etc.) or more general Web design work?

- Ecommerce related services
- General Web design services

Give us more information about your company. Which of the following describes your business and Web design needs?

- New business - exploring Web design options
- New business - setting Web design budget
- New business - have Web design budget
- Established business - exploring Web design options
- Established business - setting Web design budget
- Established business - have Web design budget

Will you be providing any of the following content or materials to the Web site design firm?

- No - We are looking for help with every aspect of our Web site
- Yes - We will provide copy/text for our Web site
- Yes - We will provide images/graphics for our Web site
- Yes - We will provide layout/site map for our Web site
- Yes - We will provide audio/music for our Web site

Will your chosen design firm be handling ongoing Web site maintenance?

- Not sure - Please advise
- Yes - We would like the design firm to handle ongoing maintenance
- No - We would like a third party handling ongoing maintenance
- No - We will handle ongoing maintenance ourselves

Will your chosen design firm be hosting your Web site?

- Yes - We would like the design firm to host our Web site
- No - We would like a third party hosting our Web site

Will your chosen design firm be handling your Web site marketing?

- Yes - We would like the design firm to handle our marketing
- No - We would like a third party handling our marketing
- No - We will handle ongoing marketing ourselves

When would you like the Web design project to start?

- ASAP
- In two weeks
- In one month
- In two months

What is the purpose of your Web site?

Check the items which are important to you

- To appear more professional
- To increase your market potential
- To attract new clients and customers
- To sell products over the Internet
- To encourage potential customers to contact us by phone or e-mail
- To make available product information and price lists to distributors
- To make available product information and price lists to customers
- Other

Explain: _____

Who is your target audience?

Size and organization

How many pages would you like? _____

Which of the following pages would you like included?

- Home Page** - the page designated as the main point of entry of a Web site
- About the Company** - mission statement, goals, how long has your company been in business, business locations and hours, business philosophy, why should they choose your company, etc.
- What's New** - newsletter or updates
- Products or Services** - photos and text which describe your services
- FAQ** - commonly asked questions and the answers to those questions
- Contact Us** – make it easy for people to contact you without exposing yourself to email harvesters
- Links Page** - a page set up specifically for exchanging links with other Web sites

Other

Explain: _____

Email response

Link to the following email address (es):

We recommend using (2) two email addresses to forward to; one local email address, and one Web based email address (like Hotmail or Yahoo)

Domain Name

Do you currently have a domain name? If so, what is it?

If No, please list (3) three choices for submittal.

Main graphic on home page

Do you have a logo you would like to use? Yes No

If not, would you like us to design a logo for your company? Yes No

Do you have photos of your products/services? Yes No

Will you supply photos on diskette? Yes No

Would you like HWD to scan the photos? Yes No

Some helpful hints when deciding what graphics to use:

- Try to keep your images under 60K and save them as .gif or .jpg files.
- You don't have much time to impress the viewer so images must load quickly or the viewer will leave.
- We recommend using real photos, not clipart and animations.
- When sending us photos or graphics, indicate the caption and what Web page it goes on.

Preferred colors in palette

Other ideas

Sites that appeal to you

Competitor's sites

Give a visual description of how you would like your site to look

Finishing touch

- Colored lines or bars compatible with color scheme
 - Colored 3-D balls, arrows, pointers, bullets or other symbols for menu items
- Please indicate your preferences:

Other
explain: _____

Forms

- Contact form
- "Opt In" email mailing list form

What information would you like asked on your form? (name, address, phone number, where did you hear about us, questions, etc).

Specify: _____

Approximately when would you like your Web site completed?

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

Representatives Name (signature)

Representative Name (printed)

Name of Company

Date

Mail to:

Herley Web Design
P.O. Box 14
Xenia, IL 62899-0014
618.678.2540

After completing this worksheet request a quote. Go to:
<http://www.herleywebdesign.com/quote/>

We will contact you within two business days with a custom quote for your design needs.