



We try to make the process of getting your web site finished as quick as possible. But planning and strategy comes first. That's where this website planner comes in handy. Without planning first, your web site can become a disaster, wasting your time and hard earned money. There are several steps we go through before completing your website:

1.) Planning & Strategy

We start the process by having you fill out this Website Planner Workbook. This book gathers information about your company, services, audience, purpose, site goals and more. This planner will also give you a full outlook of how you see your website, and how we find out your objectives and goals for your project. We will give you as much time as you need to review the planner and answer all of the questions asked. We use this information to help us deliver an accurate quote. This will also help us in the future if you decide to accept our proposal.

2.) Website Design Proposal

After you have finished with this Website Planner Workbook, we will gather the information and draw up a proposal for your approval.

3.) Agreements / Deposits

If our proposal for your website development is accepted, we will require half the full amount as a deposit. Along with an invoice, we will send you a contract. The contract will state the project amount, terms and agreement, and other miscellaneous items.

4.) Domain Name Registration

If you have chosen a domain name to register for your website, we will register it at this time.

5.) Collecting Your Materials

Now is the time to start collecting materials for your website. Anything that you can provide to help us design your website will help. This includes, but is not limited to; brochures, business cards, and photos of your business. If you're selling products, we will probably need photos, product weight, and cost. The more information and materials with which you provide us, the quicker your project will be completed and the better the overall results.

6.) Mockup Sites and Sample Layouts

We will put together some mock websites and designs for your company to critique and discuss. If you have requested a logo design, this usually comes before anything else. At this point we're trying to narrow down exactly what you're looking for in terms of design and layout. Your feedback is essential in the web design process and is welcome at any time.

7.) Working with Materials

Resizing photos, photo optimization, color sampling (for those who want to match a corporate color to their site design), product weight & pictures, and similar tasks are all done during this phase of the web design process.

8.) Establishing Project Design / Look & Feel

Based on your feedback from the mockup site(s) and your planner, a design is established and used for your website.

9.) Content

Starting with your home page, we will start building your website. After this is completed and approved we will move on and start placing content into your website.

10.) Scripting & Databases

If you requested any special scripting (contact forms, feedback forms, databases, reservation systems, etc.) then we will integrate the scripting into your website.

11.) Web Site Completion and Debugging

After you have reviewed the website, and everything is in correct order, we will start by reviewing the site ourselves. We will check website load time, browser testing, resolution testing and the overall optimal performance of your site.

12.) Site goes "Live"

Your site is published for the world to see! You can now start advertising your website: tell friends, business acquaintances and publish print material with your website address.

13.) Site Optimization & Online Marketing

Your site is optimized so that we can correctly market your website. We will use the keywords and descriptions of your site that you have gave us in your planner. We will then start by submitting your website to search engines and do any other website promotion services that you requested.

What do you need in an e-commerce website?

- Online Credit Card Acceptance
- Secure Server to Accept Credit Cards
- Merchant Account
- Internet Gateway
- Shopping Cart

The following information is to help give you a brief idea of what is needed in order to start the development of your online store. If we are not building a E-commerce website for you, you may skip this section.

1.) Tell us about your product and/or service

How many products do you have? Do your products have a code associated with them? Do they have attributes such as different sizes and colors? We want to follow your existing business model as closely as possible in order to maintain a brand online that is consistent with your real-life business.

2.) Shipping Costs

How do you calculate your shipping costs? Some people do by range, others by weight. If you have an existing system to calculate your shipping we'll need to know all about it in order to incorporate it into your online shopping cart.

3.) Weight

If the weight of your product determines shipping cost, then we'll need the weight of each product going into your online store.

4.) Pictures

Do you have pictures of your products? If so, do they need to be optimized and/or resized for proper Web viewing? We'll need to know about the pictures and artwork you have about your product/service.

5.) Product Description

For every product we'll need a description. Concise and eye catching copy that is full of adjectives is usually the best for attracting the attention of potential shoppers.

A domain name is simply a system for providing a human-memorable name for a particular computer on the Internet. Properly speaking, computers have numerical addresses similar to phone numbers. The domain name system provides a translation from a name to the appropriate number (similar to a directory assistance for the Internet). For example, www.super8.com is much easier to remember than 498.178.89.226.

Why you need a domain name

There are several advantages to a domain name:

- Your web service and e-mail addresses can be consistent (e.g., www.yourcompany.com and info@yourcompany.com).
- A domain name is shorter and more memorable than a URL under your ISP's domain name (e.g., www.yourcompany.com vs. www.verizon.net/yourcompanyname).
- Most importantly: You have the freedom to move your web hosting and e-mail at will from one Internet Service Provider to another without having to change your URL and email addresses. If your URL is www.verizon.net/yourcompanyname, you have to be a customer of Verizon. If you become unhappy with the service you are getting and want to switch, you'll have to change your URL and email, throwing away all the work you did to publicize the first website. If you have your own domain name, you're not stuck.

The 3 top level domain names are .com, .net, & .org. There are also several domain extensions such as .us, .edu, .gov, .info, and more. Dot Com domains are usually the best choice, if available. Organizations should use .org, while commercial businesses should use .com, .net or .us, depending on the availability of .com's.

Functionality:

Which functional features should your website offer? Consider:

- e-commerce/shopping cart
- site search
- customer service/support
- tech support
- discussion forums
- newsletter
- catalog/information
- order forms
- feedback form
- member logon
- password protected areas
- SSL-encrypted areas

Information:

Which informational elements should your site contain? Consider:

- about us page
- contact us page
- copyright notice
- privacy statement
- disclaimer
- sitemap

The possibilities of items that you can include in your website are endless. Here are some examples:

- Testimonials from satisfied customers. If you have letters or emails with praise, be sure to get your customer's permission before placing them on your website.
- A Privacy Policy if you are collecting information or addresses for an opt in email list.
- Copies of any logos, business cards and letterhead so the web site can be designed consistent with your other marketing tools.
- A brief history of the company and the key employees and owners. Include pictures of the owners or founders if you would like those on the website.
- Any other published brochures and other typed material that you feel would be helpful and informative for people visiting your web site.
- Pictures of products you are selling. Before and after pictures are also helpful when working with home improvement type products and services.
- A return policy if you are selling a product.

- For attorneys and medical practitioners: a disclaimer advising the visitor that there is no client relationship and any advice given or construed in the web site is not meant to take the place of seeking actual counsel by a professional in the field.

Other ideas include *Links* page (links to outside websites), *Contact Us* page, *About* page, *What's New* page, *Partners* page, *Affiliates* page, *Tips, Hints, or Useful Information* page, *Resources* page, etc.

Development & distribution costs are extremely low

When you compare the cost of establishing a website to what it costs to promote your business in print or on the air, you'll see that a website is the cheapest form of marketing. A radio campaign featuring several 30-second spots per week for three months could run you \$5,000 - \$10,000. That gets you five minutes per week of exposure for three months in the local area only. Newspaper and magazine ads are similarly highly priced, and they only last for the life span of that particular publication. A website has virtually limitless space.

You could put up a website with dozens of photographs and several thousand words for under \$3,000 for the first year, and keep it up and running for a few hundred dollars per year after that. What would it cost to run a newspaper ad of this size for a year? Imagine how much it would cost to produce a catalog for 200 different products, and keep it in consumers' hands for an entire year. You can accomplish this with a website very easily, with low development cost and almost no distribution cost. Websites are in full color - a palette of 16.7 million colors for your photographs alone.

A website is accessible worldwide.

There are no physical limitations to broadcast areas as in radio and no circulation region restrictions as in newspapers or magazines. You can keep your website more current more affordably than any other media; you can update a website immediately, and as often as you like. Imagine you sell products whose prices fluctuate. With a website, you can change these prices every time they go up or down, so your marketing materials are always accurate. This

A) Will this project be a redesign or a new website?

New Redesign

If you selected redesign, please answer questions A1 – A9. If new, just skip these questions.

A1) If you selected redesign, what is your current URL?

http://

A2) If your website is currently up, who is your current web host?

A3) If you gave an answer for A2, how much are you currently paying per month for your hosting?

A4) What are your reasons for a redesign of your current site?

A5) What features of the current site would you like to keep?

A6) What features of the current site don't you like?

A7) What feedback have you had about the current site?

B) Do you already have a domain name registered?

Yes No

B1) If you selected that you do have a domain name registered, what is the domain?

B2) If you already have a domain registered, how much are you paying per year for the domain?

B3) Do you plan on registering another domain?

Yes No

We ask you your budget because it helps us determine what we can and can't do by looking at your budget for a webpage. (The following two questions are optional)

A) How much do you have budgeted for your website now?

B) How much do you have budgeted for your website six months from now?

Be honest. If you want your website to make money or get leads, say so. You may have to start out small and build up to what you really want, but you still need to keep in mind where you want to eventually get.

A) What is the intended purpose of your website?

Online store

Online brochure for your company / services

Online community

Educational

___ Other

A2) If other, please explain.

B) What is your main objective for your website?

C) What are your immediate (short term) goals for the site?

D) What are your long term goals for the site?

E) How will you measure the success of the site?

Examples: Number of visitors to the site? Number of sales? Number of people who sign up for your newsletter? Number of people who contact you to work for them? Other?

Seeing what your competitors have done is a great way to improve your image over theirs. Let us study what they've done, and together we can improve your image over theirs. Please name the companies that you are in competition with, if they have a webpage, please list it within, and tell us what you think of their webpage. If you would like to list more than 3 of your competitors, you can use a separate sheet of paper or photo copy this one. ___ I have no competitors

A) Competitor #1

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

B) Competitor #2

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

C) Competitor #3

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

D) What can you offer that your competitors don't?

For example, a legal firm might answer, "Ability to provide in depth answers to legal questions for \$20 in 24 hours via online charge form." Or a cookie company might answer, "Ability to get cookies delivered anywhere in a personalized ornamental box in 48 hours." Make a list of the important reasons for potential customers to choose your business.

True or False

A) Being in directories & search engines is important for my business / website.

B) Would you like us to undertake promotion of your site to promote and optimize for search engines?

Yes No Not Sure

C) Keywords

If you were your own customer, what words would you use to find you in a search engine?

For example, a training company might answer "teamwork training, management training, executive coaching, communications training, train the trainer, conflict resolution, managing change, training, strategic planning, facilitation skills, meetings, risk and empowerment"

Pinpointing these accurately is VERY important to the success of your site, as they are used in your web pages as key words. People looking for what you have to offer will search for key words on the Internet. If you have good keywords that reflect what you offer, you improve your chances of being found by people who are using search engines. Keywords can also include your location such as city, state, country, etc. If you had a dentist office in Sebring, FL some of your keywords would be "Sebring Florida Dentist " Sebring FL Dentist", etc.

In priority order, list the 15 most important keywords from your answer above. If you would rather us find the best keywords for your website, check here: __.

1.)	5.)	9.)
2.)	6.)	10.)
3.)	7.)	11.)
4.)	8.)	12.)

D) Site Description:

Please write a carefully constructed 25-word sentence containing the most important keywords describing your business / website.

B) List as many websites as you like with a "look and feel" that you want for your site.

Http://

Http://

Http://

C) List as many websites as you like which have a similar structure and layout to the one you want to develop.

Http://

Http://

Http://

D) List as many websites as you like that come closest in functionality to the one you want to develop.

Http://

Http://

Http://

E) List as many websites as you like that you do not like, explain why.

Http://

Reason:

Http://

Reason:

Http://
Reason:

You must own the copyright to, or have permission from, the copyright owner to use any photos, sound, or media you send us. If you have photos of your own that you would like to place on your website, you may send them to us by mailing the photos so that we may scan and return them, or by sending the digitized images on a diskette, CD , or via email.

Stock photos can also be obtained from multiple websites (Some free, some for which you must pay).

Some of these websites include:

Getty Images (<http://www.gettyimages.com>)

iStockPhoto (<http://www.istockphoto.com>)

Inmagine (<http://www.inmagine.com>)

A) Do you need copyright or trademark information in small print at the bottom of every page?

Yes No

A2) If you answered yes on answer A, please tell us what you would like it to read.

Example: Copyright 2006 Your Business Name. All Rights Reserved.

B) Do you need custom error pages on your web site?

Yes No Not Sure

C) May we include a link at the bottom of your main page which reads "Website Designed by «Your_Company»"? (You are under no obligation to say yes.)