



## Website Planning Worksheet

This questionnaire is designed to enhance communications between Impressions Designs and our clients.

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

Name & titles of website decision makers:

Your mailing address:

Your email address:

Best phone numbers to reach you:

Please describe your company:

### Purpose

#### Check all that apply:

- To gain a **favorable impression** of the company or organization.
- To develop a qualified **list of prospects**
- To sell products directly taking credit card information over the Internet
- To encourage potential customers to **contact us by phone or mail**
- To create intuitive navigation.
- To make a scalable structure for future growth.
- To strengthen brand identification.
- Build a database for emailing
- Other

### Site Organization/Content/Graphics/Design Style

Please attach sitemap with main navigation and inside pages (list of planned pages)

Total number of pages desired \_\_\_\_\_

Do you have a company logo or do you need one created for you?

Do you have photos/graphics you want to use in your site? What is the approx. number?



Please indicate your preference for design style:

**CUSTOM TEMPLATE.** You will be assigned a graphic designer who will personally work with you to create your template.

**PRE-MADE TEMPLATE.** The alternative to professional custom web design is using alterable web templates. Templates are pre-made web designs with alterable fonts, colors, logos and images for personalizing design.

List the URLs of any websites you find compelling. What specifically do you like about these sites?

### Site and Domain Names & Hosting

**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 [Network Solutions](http://www.networksolutions.com) (<http://www.networksolutions.com>)

Domain name \_\_\_\_\_ Desired Already Registered

We prefer to work with hosting companies that we trust and meet the needs of our customers. Do you have an existing commitment to a host or would you like us to set up hosting for you?

### Company Graphics

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 (eps format is best, but .jpg can also work).

**Photo or drawing** of product?

Preferred **colors** in palette (PMS colors?) Other ideas

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May we include a link at the bottom of the welcome page which reads "**website designed by Impressions Designs**"? Yes No



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

### **Response Forms/Multimedia**

Please tell us about any other interactive features you would like to incorporate.

- Site Search
- Online Registration / Personalization
- Survey/voting/polling tools
- Email newsletters
- E-commerce and shopping cart engines
- Forums and chat software
- Blogging software
- Password protected area
- Site translation
- SSL Certificate
- Image and multimedia galleries
- Calendars
- Permissions for multiple users
- Dynamic form builders
- Business or organizational directories
- Document management
- Data collection and reporting tools
- Banner advertising systems
- Subscription services
- Inventory control systems
- Reservation systems

Will you need a form on your site? What is the purpose of your response form?

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

Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.



**E-Commerce (If Applicable)**

Will the site be selling anything? If so, please describe the type and number of products, and tell us as much as you can about how you'd like your shopping cart and checkout process to function.

How many products do you plan for your store?

Which shipping options do you plan to offer?

Which payment methods do you plan to offer?

**Search Engine Marketing**

Are good rankings on search engines important for this web site? If so, please attach a list of the most important key words or key phrases which would be used to find you.

**Maintenance**

We can provide what is known as a Content Management System, allowing you to add to and update much of the content of your site using your web browser. This adds significantly to the cost of producing your site, but can be ideal for some organizations. Are you interested in a Content Management System? \_\_\_\_\_ Yes \_\_\_\_\_ No

Another alternative is for us to maintain your web site, with fees based on time required. In some situations, this can be a cost-effective alternative. Are you interested in considering this type of maintenance? \_\_\_\_\_ Yes \_\_\_\_\_ No

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

\_\_\_\_\_

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

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



Please tell us anything else we need to know about the planned web site:

Thanks for your answers. We are looking forward to working with you!