



## Web Site Planning Worksheet

*Take your business to the creative edge...*

Company/Organization			
Contact Name			
Phone #		Alternate Phone #	
Billing Address			
City, State, Zip			
Email			Fax #
Current URL (if any)		www.	

### **Company Details**

Industry: \_\_\_\_\_

Current Situation: \_\_\_\_\_

Demographics of Market: \_\_\_\_\_

Who are your current customers? \_\_\_\_\_

Why do your current customers buy from you? \_\_\_\_\_

\_\_\_\_\_

Current competitors: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Years in business: \_\_\_\_\_

### **Situational Analysis of Existing Website**

Domain Name Registered?      Yes      No

Current Domain Name: www. \_\_\_\_\_

Specific details regarding existing site: \_\_\_\_\_

\_\_\_\_\_

**Site Objectives** (Check all that apply)

Establish a web presence, increase marketing and product branding

Increase sales

Generate business leads

Generate requests for information

Offer customer support

Build store or business traffic

Recruit new employees/ post job opportunities

Become a member

Search for information

Will you be selling a product or service online?            Yes                            No

If yes, describe \_\_\_\_\_

Will you provide a sample portfolio of products or work online (ie: photo gallery)? \_\_\_\_\_

**Proposed Site Plan**

What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?

\_\_\_\_\_

Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

\_\_\_\_\_

\_\_\_\_\_

How many pages will your website have? \_\_\_\_\_

Will your website offer interactive features to visitors? If so, describe. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Can visitors send email, order a product or request information from the site? If so, explain.

---

---

---

Will you offer a search feature for visitors?                      Yes                      No

Will you have contact forms on the site?                      Yes                      No

Will you have auto-responders set up for contact inquiries?                      Yes                      No

Proposed Color Scheme (list up to four complimenting colors).

---

---

---

---

Which of the following best describes the look/feel you would like your site to have? (Check all that apply)

- |              |                  |              |
|--------------|------------------|--------------|
| Professional | Fun              | Cute/Flirty  |
| Friendly     | Forward Thinking | Technical    |
| Corporate    | Cutting Edge     | Other: _____ |

### **Technology**

What is your target platform or browser? \_\_\_\_\_

---

Are there specific technologies (Flash, JavaScript, etc.) that you would like included in the site? If so, how will they enhance the user experience? \_\_\_\_\_

---

---

Will you have database functionality (dynamic content generation, personalization/login)?

---

Will you have a need for secured transactions (e-commerce)? Do you already have a payment processing service to be incorporated in your site? \_\_\_\_\_

**Resources Currently Available**

Client will supply all art and copy digitally

Creative Edge Designs to do all design and artwork

Creative Edge Designs to write and create all copy and content for site

Photos can be supplied for scanning

**Payment Processing**

Would you like to accept credit card payments from your website?                      Yes                      No

Would you like to include a Privacy Policy on your website?                      Yes                      No

**Search Engine Optimization**

Will you need your site optimized for Search Engines?

Proposed Keywords: \_\_\_\_\_

---

Proposed Description: \_\_\_\_\_

---

Proposed Title for Home Page: \_\_\_\_\_

---

**Proposed Site Features**

Contact form to email customer's inquiries to your company

Calendar

Photo Album

Portfolio

E-commerce

Accept Credit Card Payments

Surveys

Videos

Music

Guestbook

Order forms

PDF Files

Site search

Forums

Flash/Interactive Navigation

Chat

Live Help

Newsletter Signup

Blog

Other: \_\_\_\_\_

Other: \_\_\_\_\_

**Maintenance**

Will you want the ability to be able to edit portions of the site (such as text content, calendars, sales, etc.)? Describe. \_\_\_\_\_

\_\_\_\_\_

What specific areas of the site will be updated (for example, news, photos, products, reviews) and how often (for example, daily, weekly, monthly, quarterly, annually)? \_\_\_\_\_

\_\_\_\_\_

Which member of your organization will be responsible for making updates to the site? Please provide name, address, telephone number, email address and level of web design expertise of this individual/team. \_\_\_\_\_

\_\_\_\_\_

How often will new sections or areas be added to the site? Will they be based on the existing site's template or be independent sections? \_\_\_\_\_

\_\_\_\_\_

Are you interested in purchasing a monthly, annually maintenance packages, or would you rather be billed hourly for maintenance? \_\_\_\_\_

\_\_\_\_\_

**Proposed Site Layout**

Please label each box with the name and level of the page. For example, a 'Level 1' page would be accessible from the Home Page, a 'Level 2' page would be accessible from a Level 1 page, etc.


**Notes/Special Instructions**

---

---

---

---

---

---

---

Client \_\_\_\_\_  
Title \_\_\_\_\_

Printed name \_\_\_\_\_  
Date \_\_\_\_/\_\_\_\_/20\_\_

Designer \_\_\_\_\_  
Title \_\_\_\_\_

Printed name \_\_\_\_\_  
Date \_\_\_\_/\_\_\_\_/20\_\_