



Superb Web Design
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Website Design Planning Worksheet

Company Information

Name: _____

Company Name: _____

Email: _____

Phone: _____

Domain Name: _____

Goals/Design Message/Budget

1) What is the "most desired response" (that which you desire the visitor to do while visiting) you'd like your website to elicit from those visiting it?

2) What are your goals for your website/business?

3) Upon what basis will you determine your site's success or failure?

4) How much revenue are you looking to generate with your website this year?

5) What do you want your website's design to "say" about your business/company/organization?

6) On a scale of 1 to 10 with 10 being that you would like a complete revamp of your website and you are totally open to new ideas for it and for the marketing, and 1 being that you love it, you don't want anything changed, where are you?

7) How much have you budgeted for your website design project? How much have you budgeted for its marketing?

Target Audience & Content

New Site or Redesign? _____

Please discuss your target audience(s):



Desired Launch Date: _____

Content

1. What specific information, for this audience, for your goal, must the site provide?

2. Would you like a map to your location? _____ Yes _____ No

Custom Components

Will you need any of the following?

Online Forms _____ Flash Animation _____ Hit Counter _____ Sound _____

Other: _____

Site Text

1. How will you supply text (on disk/CD, via email -> Word doc, fax)?

2. Approximate site size (pages)? _____

3. Style of website preferred (basic/clean/simple, corporate/professional, fun/artistic, artisan, other) _____

4. Color palette preferences (bright, subtle, business-like)? _____

5. Colors for accents (lines, bullets)? _____

6. Type of background (white, color, texture, image)? _____

7. Page Layout Preferred, please indicate your preference:

_____ centered text _____ left-aligned _____ right-aligned

_____ 2 columns of text/page, _____ 3 columns of text/page, _____ 2 columns of text staggered with graphics

8. Navigation Style Preferred:

_____ Text _____ Graphics _____ Both

If using buttons for navigation, do you prefer them to align down left, down right, across top, across bottom, down center? _____



Contact Information & Trademarking

Do you want the URL on each page? Yes ___ No ___
 Do you want an email contact on each page? Yes ___ No ___
 Do you have copyright/trademark information to be placed on each page? Yes ___ No ___

Photos & Graphics

Photos: will you need images scanned? Yes ___ No ___
 Clipart: will you be using Clipart? Yes ___ No ___

Pages Needed

(For example, homepage, contact, about us, products, services, links, resources, testimonials, calendar, news, jobs, FAQ, photos, site map)

Marketing Information

1. Brand Identity

Do you have an existing Brand Identity (logo etc) we need to use? Yes ___ No ___

If yes:

1. Is it on CD or diskette? CD ___ Diskette ___
2. Branding Colors: _____
3. Branding Typefaces: _____
4. Branding Print Samples: Yes ___ No ___

If No:

1. Do you need a Corporate Presence Designed (logo, branding): Yes ___ No ___
2. Would you like a quote for a Corporate Presence Package? Yes ___ No ___
 - a. Desired Business Colors? _____
 - b. Preferred Font? _____

2. Search Engine Positioning

Would you like a quote for Search Engine Positioning Services? Yes ___ No ___

Yes:

1. List the phrases you wish to optimize your site for:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

Brief Site Description (30 words or less) _____



If so, are you interested in free submissions and/or those that involve a fee?

3. Blogging

Are you interested in adding a blog to your website? Yes ___ No ___

Would you like additional information on how Blogging can positively impact your business?
Yes ___ No ___

Would you like your quote to include Blogging resources, setup/install and training (if appropriate)? Yes ___ No ___

4. Podcasting

Are you interested in podcasting for your business? Yes ___ No ___

Would you like additional information on how podcasting can positively impact your business? Yes ___ No ___

Would you like your quote to include podcasting resources, setup/install and training (if appropriate)? Yes ___ No ___

5. Audio/Video

Are you interested in adding audio (ex: welcome message) or video to your website?
Yes ___ No ___

Would you like additional information on how these can positively impact your business?
Yes ___ No ___

Would you like your quote to include Audio/Video resources, setup/install and training (if appropriate)? Yes ___ No ___

6. Ezine

Are you interested in publishing a newsletter to stay in contact with your customer base?
Yes ___ No ___

Would you like your quote to include Newsletter resources, setup/install and training (if appropriate)? Yes ___ No ___

Site Examples

Please give examples of sites you like for each category.

Layout:

http:// _____

http:// _____

http:// _____



Navigation:

http:// _____

http:// _____

http:// _____

Color Schemes:

http:// _____

http:// _____

http:// _____

Web Safe Fonts

The fonts listed are available on all pc's with Microsoft Internet Explorer even if the user is running Netscape and are considered "web-safe".

Please circle your preferred font selections:

- ARIAL - this is an example of the Arial font
- ARIAL BLACK – this is a sample of the Arial Black font
- VERDANA - this is an example of the Verdana font
- TIMES NEW ROMAN – this is an example of the Times New Roman font
- COMIC SANS – this is a sample of the Comic Sans font**
- COURIER NEW – this is an example of the Courier New font
- TREBUCHET MS - this is an example of the Trebuchet font
- GEORGIA – this is an example of the Georgia font

Site Maintenance

How often do you expect to update your site?

Daily ____ Weekly ____ Biweekly ____ Monthly ____ Quarterly ____ Yearly ____
Unsure ____

Will you maintain the site yourself? ____ Entire site or key parts? _____

Would you like information on upkeep maintenance for your website? _____

3rd-Party Hosting (for clients not hosting with Superb Web Host)

The following information is required to transfer your website to the Internet:

FTP/Host Address: _____

Username: _____

Password: _____

Completion Instructions

When finished with the worksheet, please fax directly to Krista Garren at 602.358.8816