



klowe@katlowe.com

903-216-2277

WebSite Planning Worksheet

Organization Name: _____

1. Purpose

Give the most important purpose a "1", next most important a "2".
Leave blank those which do not interest you at all.

- _____ 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 make available **product information and price lists to distributors.**
 - _____ To make available **product information and price lists to customers.**
 - _____ To strengthen **brand identification.**
 - _____ Other _____
-

2. Site Organization

Please label pages you desire;

Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

(Domain Name: Must be registered through your Web-Hosting Service and approved by a domain registration service before use. Price not included in Site Design.)

Domain Name: _____

_____ Desired _____ Already Registered

2nd Choice: _____

4. Masthead Graphic

It is very helpful to include a copy of your company's letterhead, brochures, catalog, etc., so we may see how you present your company image.

_____ Company Logo incorporated in the masthead graphic?
(Please enclose a color copy.)

_____ Photo or drawing of product?

_____ Preferred colors

_____ Other Ideas _____

5. Navigation System

The navigation system of all our Standard Website Packages includes:

* **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page. This appears on every page. In some sites we put this both top and bottom. You are limited to a maximum of eight selections.

* **Basic Search Engine Optimization** including meta tags and keywords.

Optional Systems. Please circle those you wish incorporated in your site.

* **Left Side "Buttons"** can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area (Extra Charge)

* **Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily and often make the page design look tacky. (Extra Charge)

6. Basic Page Elements

These are the important items which appear on nearly every web page on your site.

*Page titles which show at the top of Web Browser only.

*Top of page graphic based on the design of the masthead graphic

*Text

*Links to other pages in your site

*Standard company ID

*E-Mail response link to address: _____

*Copyright/trademark in small print at the bottom of every page.

7. Photos, Graphics, Animations, Sound and Video

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

* Clipart tends to look a bit tacky on most websites. We recommend photos in most circumstances.

* Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images. We can select your photos, billed at our hourly rate.

For an extra charge, we can equip your site with;

- * Sound, either MIDI musical background or Streaming Audio for music or voice.
- * Animated GIF Images
- * Shockwave/Flash Animations
- * Video clips

8. Response Forms

What is the purpose of your response form?

_____ Guestbook for visitors to record comments

_____ Request for information

_____ Survey of customer preferences

9. Maintenance

Target Date _____

Package price includes reports and minor updating over the first six months of the contract. This covers minor price changes, product changes, etc. It does not include major changes that involve constructing a new web page. Major changes will be billed at our hourly rate.

Target Date for final payment to be made and WebSite to be uploaded

These are the items you will need to send to us;

_____ *** Written content for your webpages**

_____ *** Photos and/or graphics.** (You may send images to be scanned or digital.)

_____ *** Your company logo**

_____ *** Samples of your printed materials.** (Brochures, letterheads, etc.)

_____ *** Payment in the amount of 50% of estimated contract.**

**We are looking forward to receiving your materials
and working with you to design your WebSite!**