



Web Site Planning Worksheet

This is used in conjunction with the Website Content Worksheet.

This questionnaire is designed to enhance communications between (Website Developer Company name) and our clients. Why don't you print it out and have it handy when you discuss your project on the phone or in person with us. After you've filled in the blanks as we talk on the phone or together at our meeting, please make a copy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

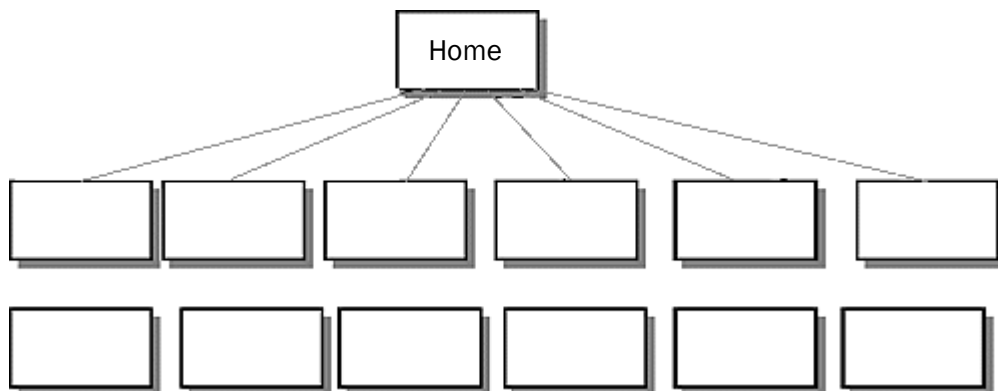
1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank 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 consummate a sale.
 - 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 _____
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2. Site Organization

This is a sample of web page titles. Please enter pages you desire in the empty boxes, add pages you would like to see and cross out the rest.



Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name If you do not have one, we can secure one for you.

Domain name _____ Desired Already Registered

4. Masthead Graphic

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.

Photo or drawing of product?

Typeface preference _____

Preferred **colors** in palette (PMS or RPG colors?) _____

Other ideas _____

5. Color and Accents

For best readability we recommend good contrast between the text and the background. Your preference:

May we include a link at the bottom of the welcome page which reads "**Web Design by Shire Enterprises, Inc.**"? (You are under no obligation to say yes.) Yes No

6. 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.
 - **"Site Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. This appears at the bottom of every page. In some sites we put this both top and bottom. Included in sites of 8 pages or more.
 - **Search Engine** is useful on larger sites of 12+ pages to help visitors quickly find what they're looking for. (Extra charge)
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7. Basic Page Elements

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

- **Web Page titles** which show at top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Page Title** in larger type. Heading Font Style: _____
- **Text.** Body Font Style: _____
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: _____
- **Copyright and trademark information** in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here?

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

8. 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 websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.

For an extra charge, we can equip your webpages with:

- **Stock Photos**
 - **Sound**
 - **Animation**
 - **Video**
-

9. Response Forms

What is the purpose of your response form?

- Forum and/or Blog** for visitors to record comments
 - Request for information**
 - Newsletter**
 - Survey** of customer preferences
-

10. Web Hosting Service

We will host your website for you if you choose. If not, please supply us with your webhost information.

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

11. Search Engine Optimization

We submit your information to **DMOZ** to "register" your website after final payment is received. 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.

Information about **number of visitors to your website** can usually be obtained from free sources such as Google Analytics. We do not include page counters on our Websites, as they are unprofessional.

We will work with you to find and negotiate industry-wide reciprocal linking to and from their web pages.

12. Advertising Your Website

Consider:

- Advertising your Website to Web search engines that index the Web
 - Giving customers a good reason to come by offering them something
 - Purchasing Web advertising
 - Becoming active in several of the thousands of Internet news groups and mailing lists
 - Developing a "signature" mini-ad attached to all your e-mail messages
 - Making your website part of one or more of the many "malls."
 - Including your e-mail and Web site on all your company's corporate identity
 - E-mail campaign with a newsletter every season.
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13. Maintenance

Target Date _____

Package prices include minor updating over the first six months of the contract. This covers minor price changes, product changes, etc.

It does not include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), which is billed at our hourly rate.

Target Date for final payment to be made and your Web Site to be advertised: _____

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

Signature _____ **Date** _____

These are the items that will make up the package you'll be sending to us:

- Website Planning Worksheet
- Website Store Planning Worksheet (if applicable)
- Website Design Contract (after it's been drawn up)
- Website Content Worksheet which will define for us the:
 - **Written content for your webpages** (preferably on a CD.)
 - **Photos or graphics** to be included. Send us a CD or ZIP file with your graphics in any popular format, such as GIF, JPEG, PNG, etc.).
 - **Your company logo** (if any), and tell us the PMS or RPG color.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
- **Check** for at least 50% of the total cost.

You may send your package via regular post, UPS or FedEx to:

Gary Kopycinski
Shire Enterprises, Inc.
20 Ash St.
Park Forest, IL 60466

We are looking forward to receiving your materials and constructing your accessible website!