

August 2008

## Website Planning Document

The following pages are designed to provide a useful strategic planning tool for anyone planning a business website.

Please complete the following questionnaire as best as you can. Some of the questions are advanced; therefore if you don't understand a question, just move on to the next and we will take care of it later. This document will enable us to better understand your requirements and expectations so that we can give you an accurate project estimate.

The questionnaire asks questions covering 12 categories and may give you additional ideas that you may have not considered.

1. Company Information
2. Domain & Hosting
3. About Your Business
4. Target Market
5. Design
6. Security
7. Architecture
8. Required Pages
9. Required Features
10. Time & Money
11. Content Management
12. Search Engine Optimization

When complete, please email or fax to 617-332-9528, and we will prepare a proposal and cost estimate. Please call with any questions, and I look forward to working with you.

Best regards,  
Mike Ciolino  
Managing Principal,  
Verve Creative Inc.

mikec@getverve.com



## Company Information

Company

Contact

Phone

Email

Website URL

Project Is a:  New Design  Re-design  Tune-up

What operating system and web browser will you be using through the design phase:

System:	Windows	Mac	
Browser:	Internet Explorer	Firefox	Safari

What is your website’s regional scope?

- Local
- State
- Region
- All USA
- International

What values are important to you in working with a web design firm and what are your concerns in making this decision?



## Domain & Hosting

List any web domain names (urls) that you have already registered:

- 1. http://www.
- 2. http://www.

List any web domain names you wish to register:

- 1. http://www.
- 2. http://www.

Do you need web hosting services?    Yes    No    Don't Know

Who from your company will be involved in this web design process:

## About Your Business

Describe your business:

List your product and services categories:

What sets your company apart from your competition?

List your competitors or related industry websites:

What business objectives does your website need to meet?

- |                                    |                              |
|------------------------------------|------------------------------|
| Increase Sales                     | Increase Brand Awareness     |
| Lower Customer Support Costs       | Improve Staff Productivity   |
| Promote Existing Products          | Announce New Products        |
| Generate Qualified Sales Leads     | Sell Products Directly       |
| Deliver Product Information        | Deliver Company Information  |
| Provide Customer Service           | Collect Customer Feedback    |
| Collect Customer Email/ Build List | Generate New Income Sources  |
| Access New Markets                 | Enhance Company Image        |
| Communicate With Staff             | Communicate With Customers   |
| Build Customer Relationships       | Build Supplier Relationships |
| Attract And Retain Staff           |                              |

## Target Market

List the different users types for your website, and write a short personality profile for each.  
Common user types are: Customers, Prospects, Staff...



# Design

Choose adjectives that describe how your visitors should perceive your website:

- Corporate
- Fun
- Lively
- Sexy
- Hip
- Professional
- Clean
- Dynamic
- Retro
- Traditional
- Established
- Alternative
- Cutting Edge
- Serious
- Laid Back
- Smart/Knowledgeable

Other:

Do you have specific colors/ fonts that you wish to incorporate into your website?

List a few websites that have a design, layout or features that you like. Describe what you like about each one.

Do you have existing brand collateral (brochures, business cards, etc) or a style that needs to be reflected in the website design?

Yes No

Do you have a logo?

Yes No

Do you have corporate colors?

Yes No

# Security

Will users submit sensitive information such as credit card or social security number?

Do areas of the website need to be password protected?

Will users need to register, join or create a user account?

## Architecture

Do you have a preferred layout:

One Column    Two Column    Three Column  
Other:

Do you have a preferred website browser orientation:

Centered in browser    Flush Left in Browser

Do you have a preference for the location of the PRIMARY navigation menu?

Vertical Left List  
Pull Down/Drop Down Menu

Vertical Right List  
Pull Down/Drop Down Menu

Horizontal (Across Top)  
Pull Down/Drop Down Menu

Do you have a preference for how the browser behaves when re sized?

The Website resizes as browser window size is resized  
Website Graphics Remains Static as browser window size is resized

What is your preference for white/background area around the edges of your website?

White space or background color around website edges  
Website graphics go edge to edge  
Don't Know

Do you have a preference for the pixel width of your website?

800 pixels wide    1240 pixels wide  
Don't Know

Most users will view site with:

Laptop    Desktop    Both

At Home    At Work    Both

Internet Explorer    Firefox    Safari

Windows PC    Apple    Both

Do you have a preference for the technology used on your site? Please explain.



# Required Pages

Pages are navigation links needed. Look at sites in similar businesses for pages you may want for your site.

Check All Required Pages:

List Required Pages:

- Home
- Services QT
- Site-map
- Disclaimer
- Privacy Policy
- Contact
- Help
- Products QT
- Company Description
- Company History
- Company Policies
- Case Studies
- Employment Opportunities
- Key Personnel
- Staff
- Testimonials
- News
- Press
- Newsletter
- FAQ (Frequently Asked Questions)
- Customer Support
- Articles
- Resources
- Product Specifications
- Sales Sheets
- Products
- Sale
- Links
- Photo Gallery
- Slide Show
- Events
- Maps
- Directions
- Location
- Store Locations
- Retailer Listing
- Representatives
- Affiliations
- Calendar

## Required Features

Features are specific website content items that require interactivity, a database or specialized coding work.

Blog  
Newsletter Creation  
RSS Feed  
Chat Console for Customer Support  
User/Customer Account Sign-up  
Discussion Board / Forum

Event Calendar  
Events Listings  
Event Registration  
Event Registration with eCommerce  
Appointment Scheduling

Searchable Directory Listings

PDF Downloads :::::::::::  
    Newsletter  
    White Papers  
    Logos or Images

Image Library  
Document Library  
Guest Book  
Job Postings

Forms/Applications    QT  
Contact Us\*  
Surveys, Tests, Questionairs  
Quote / Estimate Generator  
Internal Info Gathering / Time Tracking

Site Search Engine  
Web Search Engine  
Stock Quotes  
MLS Listings  
Calculators  
Syndicated Content (RSS)  
Live News Feed  
Information Ticker  
Weather  
Games

Store or Location Finder

Banner Advertising  
Google Adwords  
Affiliate Advertising

eCommerce / Shopping Cart

Media :::::::::::  
Sound  
Slide Show  
Demonstration Video  
Flash Animation  
Photo Gallery  
Graphs and Charts (Static)  
Graphs and Charts (Updating)

Visitor Actions :::::::::::  
Add to our Mailing List  
Send to friend  
Customer Comments/Ratings

API or Gadget Integrations

Social Media Integration :::::::::::  
LinkedIn  
FaceBook  
uTube  
Yelp  
Twitter  
MySpace

Other:

Google Services Integration :::::::::::  
Maps  
Picassa Image Gallery  
Video  
Local  
AdWords  
AdSense  
Anylytics



## Time & Money

Do you have a preferred launch date?

What do you expect your website to cost?

- \$850 - \$1500
- \$1500 - \$3000
- \$3000 - \$6000
- \$6000 - \$10,000
- \$10,000 - \$20,000
- Don't Know

## Content Management

How often do you expect your website to need updating?

- Daily
- Weekly
- Monthly
- Rarely

Who will be doing website updates?

- Owner/Managment
- Staff
- Web design firm
- Don't Know

Do you need a content management system (CMS)?

- Yes
- No
- Not Sure

Do you have a preferred CMS?

## Search Engine Optimization

How impotant is it for you to be found on the internet by customers or prospects?

- Not at all
- Somewhat
- Extreemly
- Need to be top listing

List 10-20 keywords or keyword phrases that a person may use to find your website from Google

Congratulations ... your done!

END