

WEB DESIGN WORKSHEET

The perfect website is the result of a collaborative effort between you and Xpertwebs. To help us in this effort, we have developed a worksheet that will help you clarify your thoughts.

Please complete this worksheet to the best of your ability and bring it with you when we meet for our first planning meeting.

Specifications:

Requested web site date of completion: _____

Website Type: (Check one.)

- Personal
- Professional
- Small Business
- Corporate
- e-Commerce

Website Purpose (Check all that apply)

- Share Personal Interest
- Provide Internet Presence
- Display Photo Gallery
- Provide Product Information
- Advertise Services
- Market Products (for e-Commerce)
- Customer Support
- Other (If Other, please provide us with a short description.)

Website Marketing

Please provide us with three (3) goals for your website:

1. _____
2. _____
3. _____

How would you describe your average customer?

What three (3) types of people do you want to attract to your website?

1. _____
2. _____
3. _____

What actions do you want your visitors to take?

1. _____
2. _____
3. _____

What do you think will motivate visitors to view your site?

What do you think will motivate visitors to stay on your site?

Do you currently have a registered domain name? If so, please provide it here. If not, list three (3) different domain names that you would like us to check for availability. Don't worry, if none of these are available, we'll work together to find another one that will clearly describe the purpose of your site.

1. _____
2. _____
3. _____

Please make a list of five (5) websites that you have visited and that you would like us to use as a model for your website. We can take certain elements from each site and combine them to create the look and feel that you want for your site. We will look at these sites together at the planning meeting.

1. _____
2. _____
3. _____
4. _____
5. _____

Pages to be included in website: (Check all that apply.)

- ___ Home
- ___ Contact
- ___ Content (indicate how many)
- ___ Mission Statement
- ___ News
- ___ FAQs
- ___ About Us
- ___ History
- ___ Products/Services (indicate how many)
- ___ Newsletter
- ___ Other (If Other, please specify.)

Form Pages in Website: (Check all that apply.)

- Registration
 - Membership
 - Contact
 - Other (If Other, please specify.)
-

Special Pages in Website: (Check all that apply.)

- Search
 - Index or Navigation Map
 - Other (If Other, please specify.)
-

Website Theme and Influence: (Check one that applies.)

- Warm and Friendly
 - Bold and Corporate (business)
 - Clean and Crisp (professional)
 - Other (If Other, please provide us with a short description.)
-
-

Graphics

Think about what kind of graphics you would like on your web site. Do you have your own graphics in digital format? If you know what type of graphics that you want but do not have access to them, you can give us a description of what you are looking for and we can search for them. List all of the graphics that you want to include in your web site. Do you currently have a company logo, or would you like us to create one for you?

Colors

Describing the colors you like can be a bit problematic. For this reason, we ask you to list 3 sites that use colors you like. We will discuss color selection and usage during our planning meeting.

1. _____
2. _____
3. _____

Masthead:

This is the "top of the page" graphic. It is normally placed on the home page and contains things such as a company logo, the name of the Web site, ownership details, slogan and other "branding" content. List all the items (logo, Web site name, etc.) that you want in your masthead.

1. _____
2. _____
3. _____

Page Footer:

The page footer is displayed at the bottom of each page within the website. It can also contain a navigation bar and other information such as a copyright, revision dates and credits. List all the items (navigation bar, copyright, etc.) that you want in your page footer.

1. _____
2. _____
3. _____

Note that we do not recommend a visible visit counter. We can provide an invisible one if you wish.

Background Graphics:

Background graphics add branding and class to a Web site. Click here to see an example of a background graphic <http://www.whiteoakconcerts.org>. Decide if you would like a background graphic on some of your web pages. Do you already have these graphics?

Audio:

Sounds and music can be added to a websites in a variety of ways. For example, they may be appropriate for a site that features music. Describe what type of sounds you would like added to your site (if any), and to what pages you want them associated.

Links:

You may have links to other websites on your web site. Are there any sites that you would like to link to from your site?

Content:

How do you plan to provide us with the text for each page on your Website? (select all that apply)

- Digital (zip disk, floppy, CD, SD)
- Paper (Company literature, handwritten)

Marketing Your Site:

How are you going to promote your site? We can discuss the ways in which we can help you to market your Website at the initial planning meeting.

Web Designer Information:

Xpertwebs
5910 Wigton Drive
Houston, TX 77096
713-721-6868

Call us when you require the very best at an affordable price.