

Website Planning Worksheet

This Website Planning Worksheet will help you and us to put together a website solution that best reflects your business goals. The information you provide will help to determine the look and feel of your website we create. The more detailed your answers, the better we will be able to respond to your project vision. Please answer each question in a clear and concise manner. Skip any questions that do not pertain to your project. If you have any questions, please email us with your questions.

Please Complete this worksheet before we begin work on your project.

1) Contact Information

Organization Name:	
Contact Name:	
Email Address:	
Phone/Fax:	
Address:	
Worksheet Deadline:	
Launch Date:	
Website Address:	
Intended Website Address:	

2) Describe your company and the concept, product or service your site will provide.

3) How soon do you need the new website completed? Has this date been chosen for a reason?

4) Approximately how many pages/sections will your website have?

5) Do you already have a logo or branded materials such as business cards, or stationary?

6) Who are the main contacts for this project? Who has final approval? (Please list names, email addresses , phone numbers and fax numbers).

7)Basic Design Preferences

Give us an idea about your style preferences, please provide sample websites that you like, with regards to characteristics listed below.

General:	
Good Color Used:	
Good Layout:	
Good Navidgation:	
Good Text Presentation:	
Other Sites you like:	

8) Who do you currently host your website with?

9) Do you feel your current website promotes a favorable user experience?

10) What shortcomings exist on your current website, and which aspects would you like to keep?

11) Will the existing website content be used?

12) What types of people do you expect will visit your website most often? (i.e. age, industry, male/female, income, etc.)

13) How is your business currently perceived? Do you want to portray the same sort of image through your website?

14) The importance of first impressions cannot be underestimated. How should people describe your new site? (Some examples include prestigious, friendly, corporate, trustworthy, fun, innovative, bright, bold, calming, elegant, clean, sharp, minimal, or cutting edge.)

15) What colors and/or imagery convey the personality and tone of your business?

16) Do you already make use of a consistent color scheme?

17) Who is in charge of producing/editing your new site content?

18) Do you require professional copywriting services? If yes, how many pages?

19) Please list your main competitors. What do you like and dislike about your competitors websites?

20) Are there any particular websites that you like? Why? (e.g. specific page elements, colors, typography, photos, etc.)

21) Will your new website feature any video, music, or animated content?

22) Do you have photos ready for the new website or do we need to go and gather those?

23) How will you know if the site is a success? (e.g. 20% increase in sales, 70% of surveyed users expressing satisfaction, 30% reduction in time spent searching for info).

24) Outline any ideas you may have for your site.

25) Additional Comments: We have tried to keep this worksheet as general as possible, but every project is unique. Please add any extra information you think will be helpful.

General Recommendations:

Taylorreedpublishing.com recommends the following webpage parameters:

Build the page for resolution 1024 x 768

For speedy download, webpage size is recommended to stay between 50KB to 70KB.

Minimum browser support for Microsoft Internet Explorer, Mozilla FireFox and Netscape Navigator version 4 and up.

26) If you have any specific requirements, please indicate them here.

Thank you for taking the time to fill out the worksheet. You can email this document to me at **designstudio@taylorreedpublishing.com.com**