



# WDG.COM Website Planning Worksheet

Used in conjunction with the [Website Design Contract](#) and [Website Content Worksheet](#).

This questionnaire is designed to enhance communications between Web Design Genie dot com and our clients. Please print this page, and have it handy when you discuss your project on the phone with a Web Design Genie representative. After we've you've filled in the blanks as we talk on the phone, please fax, or mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

**Organization Name:** \_\_\_\_\_

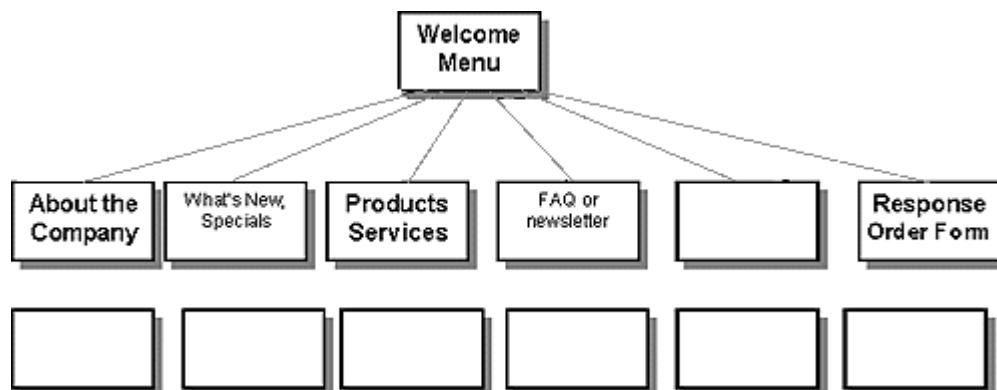
## 1. Purpose

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 \_\_\_\_\_

## 2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon \_\_\_\_\_

### 3. Site and Domain Names

Site Name on Masthead: \_\_\_\_\_

**Domain Name** It must be registered through your web hosting service and approved by a domain registration service before you can use it.

Domain name \_\_\_\_\_  Desired  Already Registered

### 4. Masthead Graphic

To be created by WDG \_\_\_\_\_

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 colors?) \_\_\_\_\_

Other ideas \_\_\_\_\_

### 5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage. Your preference: \_\_\_\_\_

May we include a link at the bottom of the welcome page which reads "*Website Designed by Web Design Genie.com*"? (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.
- **Colored bar "Image 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. You are limited to a maximum of about eight (8) selections on this image map. We use server side image maps to make it easy to expand the site at a later time without having to change the coding on each page of the site. For this reason, and to keep costs down, we do not include separate "buttons" on our standard sites. Included in sites of 6 pages or more.

**Left-Side Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern.

**Optional Systems.** 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 for changes later)
- **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" with their ugly gray scroll bars. We see them as the amateur's way to look cool. *In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Extra charge)*  
**Search Engine is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)**

## 7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **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: \_\_\_\_\_ (recommend Arial Bold)
- **Text.** Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- **Image Map** by Image Map bar
- **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 (if any)?**

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.
- **Stock photos** obtained from stock photo websites: You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate of \$15/hour for this service).

For an extra charge, we can equip your web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images. We can also make animations for an extra charge.
- **Shockwave Animations**
- **Video clips**

## 9. Response Forms

**Do you want a response form?** (we highly recommend one), If yes:

What is the purpose of your response form?

**Guestbook** for visitors to record comments

**Request for information**

**Survey** of customer preferences

**Note:** We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using ShopSite Lite or Pay Pal with a secure server. We charge extra to set up the ordering system.

## 10. Web Hosting Service

We can also provide web hosting for our clients. You may choose to go with us, or a host of your choosing. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please note, we require cgi-bin access and FTP access, and strongly recommend telnet access. Our no-extra-cost response form also requires a Unix system with Perl language available.

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

## 11. Registering and Advertising Your Website

When registering and advertising your website, it is important to consider:

- Advertising your Website to Web search engines that index the Web;
- Giving customers a good reason to come by offering them something;
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages;
- 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";

