



## Website Planning Worksheet

This worksheet is designed to enhance communication between T&S Web Design and our clients. It provides a written record of our mutually agreed upon plan for the website.

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

### 1. Purpose

What is the overall goal of your website? Your mission statement, so to speak.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please check any of the following that apply to your website. Leave blank those which do not apply.

- \_\_\_\_\_ To gain a **favorable impression** of the company or organization
- \_\_\_\_\_ To develop a **targeted list of prospects** who can later be approached about buying, donating, etc.
- \_\_\_\_\_ To **sell products directly** taking credit card information over the Internet.
- \_\_\_\_\_ To encourage potential customers to **contact us** by phone, mail or email
- \_\_\_\_\_ To make available **product information and price lists**
- \_\_\_\_\_ To strengthen **brand identification** of my company or organization within its field
- \_\_\_\_\_ Other \_\_\_\_\_

## 2. Site Organization

Please label sections and pages you desire (Welcome, About Us, Contact, etc.). If you run out of room, use the section "Other Information."

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Given the sections and pages listed, how many pages will your site require?

\_\_\_\_\_ 1-10      \_\_\_\_\_ 11-15      \_\_\_\_\_ 16-30      \_\_\_\_\_ 31-50  
\_\_\_\_\_ Over 50 (Approx \_\_\_\_\_)

## 3. Site and Domain Names

**Site Name.** The site name will appear in the header graphic at the top of every page.

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**Domain Name.** The domain name will be the URL or address, similar to [www.yourcompany.com](http://www.yourcompany.com). This must not be already owned by anyone else. You may check the availability of your domain name at Go Daddy ([godaddy.com](http://godaddy.com)). If you need suggestions, try DomainsBot ([domainsbot.com](http://domainsbot.com)).

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\_\_\_\_\_ Desired      \_\_\_\_\_ Already Registered

If already registered, registrar is \_\_\_\_\_

Alternate Domain Names

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#### 4. Web Style Preference

It is important that we understand the style you are wishing to portray on your website. List sites that you like some aspect of. With each, give an explanation.

Website address \_\_\_\_\_

What you like \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Website address \_\_\_\_\_

What you like \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Website address \_\_\_\_\_

What you like \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Website address \_\_\_\_\_

What you like \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please indicate any specific colors you would like used in your website.

\_\_\_\_\_  
\_\_\_\_\_

#### 5. Sound and Video

Will you have any video or sound on your website?

\_\_\_\_\_ Video      \_\_\_\_\_ Sound      \_\_\_\_\_ Both      \_\_\_\_\_ Neither

## 6. Basic Site Elements

What email address(es) do you want your contact form results sent to?

Email address(es) \_\_\_\_\_

Would you like your logo incorporated into the design? (If so, provide us with an electronic version, or our staff can design one.)

\_\_\_\_\_ Yes    \_\_\_\_\_ No

Do you have any trademarks, service marks or disclaimers? (If so, please provide us with a list exactly as you wish it to appear.)

\_\_\_\_\_ Yes    \_\_\_\_\_ No

May we include an unobtrusive link at the bottom of the web pages that reads something along the lines of "Website by T&S Web Design"?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

## 7. Photos and Graphics

You must own the copyright to, or have permission from the copyright owner to use any photos and / or graphics you send us. Please check the option(s) below you wish to use.

\_\_\_\_\_ **Photos** you supply (prints or digital)

\_\_\_\_\_ **Stock photos** are sometimes appropriate. We will obtain these for you.

\_\_\_\_\_ **A professional photography session** can be arranged.

\_\_\_\_\_ **Artwork** is sometimes appropriate on a website.

\_\_\_\_\_ **Other** \_\_\_\_\_

## 8. Additional Design and Development

For an extra charge, we can perform the following additional work. (These may require that we set up your web hosting.) Inquire about anything not listed here.

\_\_\_\_\_ Flash movie, banner, etc.                      \_\_\_\_\_ Logo (logo worksheet required)

\_\_\_\_\_ Custom programming                      \_\_\_\_\_ Client-updatable blog

\_\_\_\_\_ Gallery (if more than 25 pictures or if sections are needed)

\_\_\_\_\_ Ecommerce capabilities (this may require a separate worksheet)

\_\_\_\_\_ **Other** \_\_\_\_\_

## 9. Web Hosting Service

We also offer web hosting packages to our clients. We do not recommend hosting on your local internet provider, as they are generally not prepared to meet specialized business hosting needs.

All of our hosting packages include a free domain name.

200MB (2000MB transfer, 2 databases, 60 emails, 1 FTP login)

400MB (3000MB transfer, 3 databases, 100 emails, 2 FTP logins)

600MB (unlimited transfer, databases and emails, 4 FTP logins)

800MB (unlimited transfer, databases and emails, 8 FTP logins)

1GB (unlimited transfer, databases and emails, 16 FTP logins)

Custom Hosting \_\_\_\_\_

A different host \_\_\_\_\_

## 10. Website Marketing Package (SEO)

We offer search engine optimization for your website to improve its search engine rankings. Do you want the marketing/SEO package?

Yes     No

## 11. Design Package

All packages include a custom-designed website. We do not use pre-made templates.

**Premium** package – Top of the line graphic design and coding

**Standard** package – Custom website, fully tested

**Economy** package – Pick from pre-designed website templates

Other \_\_\_\_\_

## 12. Target Date and Maintenance

Typical turnaround is ten weeks. Large projects may vary. For an additional fee we can push the target date forward. What turnaround would you like?

\_\_\_\_\_ week(s)

The target date is the date we plan to launch the site. The actual date can vary.

Target Date \_\_\_\_\_

## 13. Other Information

Include any additional information here. Attach additional sheets of paper if this is not enough room, and indicate here that they are attached.

On behalf of my organization I approve this plan which I have developed with T&S Web Design to construct a website. If a contract is signed in addition to this worksheet, T&S Web Design is authorized to use this worksheet as the basis of that project.

Client Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_