



WEBSITE PLANNING WORKSHEET

This questionnaire is designed to enhance communications between Shamrock Web Design and our clients. Please print this form, and have it handy when you discuss your project on the phone or in person with Shamrock Web Design. After you've filled in the blanks as we talk on the phone or in person, please make a photocopy for your records, and mail a signed copy to Shamrock Web Design (inquire for mailing address). It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

1. Purpose

What is your main purpose for creating a web site? What goals do you hope to accomplish? (Check as many as necessary). Place an "X" next to your selections:

- To gain a **favorable impression** of the company or organization.
 - To inform family/friends of current events
 - To share photos with family and friends
 - To **sell products directly** taking credit card information over the Internet
 - To encourage potential customers/family to **contact us by phone or email** to open communication.
 - To make available **product information and price lists** to customers.
 - To strengthen **brand identification or company name.**
 - Other _____
-

2. Site Organization

Please label pages you desire with an "X":

- About Us (Company or Personal)
- What's New
- Product Services
- FAQ
- Photos
- Response Form
- Guestbook
- Upcoming Events
- Other _____
- Other _____
- Other _____

Total number of pages decided upon _____

3. Site and Domain Names

Site Name Desired (To be used at the top of the browser window):

Domain Name: Must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Dot Easy Web Services (<http://www.doteasy.com>)

Domain name www._____

Desired Already Registered

4. Graphics

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. Does your company have any of the following? Place an "X" next to your selections:

- Company Logo** (Please include electronic copy)
 - Registered Trademarks, etc...**
 - Company Colors** (Please list): _____
 - No Color Preference**
 - Other Ideas:** _____
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5. Navigation System

What Navigation Technique would you prefer? Place an "X" next to your selections:

- Links (Bread-Crumb Path):** from the home page to all other pages listed, and at the top or left side of all pages. This technique uses a link-path for users to select the page sequence to trace back to the home page... mainly helpful for larger sites.
 - Left-Side Menus:** Allow more detail and creativity on the website, and can enable visitors to see from any page how to get to any other. These can be simple links or animated buttons.
 - Right-Side Menus:** A bit more unorthodox, but unique and similar to the description above.
 - Logo Homepage:** A main page consisting mainly of the company logo and possible a few selections. No main content... just a fancy front end.
 - No Preference**
-

6. 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
- **Masthead Graphic**
- **Page Title**
- **Text:** Body Font Style (If Preference): _____ (recommend Arial)
- **E-mail response link** to the following e-mail address:

- **Copyright and trademark information:** Listed in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please provide an electronic copy to Shamrock Web Design.

7. 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. Select with an "X":

Clipart: Only used if tasteful and is not found to be tacky to the website.

Photos: You supply by sending the digitized images on a diskette or via email.

For an extra charge (depending on quantity and size), 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 are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.

Video clips

8. Response Forms

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

9. Registering and Advertising Your Website & Statistics

Consider any number of the following options as a way to promote or track your website. Place an "X" next to your selections:

- Advertising your Website to Web search engines
- Giving customers a good reason to come by offering them something (products, coupon)
- Negotiating reciprocal links to and from web pages of competitors or partners.
- Developing a "signature" mini-ad attached to all your e-mail messages
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- Knowing what information is important to your online visitors through use of statistics
- E-mail newsletters

Quarterly statistics are provided to the client free of charge and are sent at the end of every quarter to outline progression of the website. Monthly statistics are available for an additional fee as outlined in the Website Design Contract.

We submit your information to Web search engines to "register" your website after final payment is received.

On behalf of my organization I approve the above plan which I have developed with Shamrock Web Design to construct a website, and I authorize Shamrock Web Design to use this Website Planning Worksheet as the basis of the project.

Signature _____

Date _____

These are the items that will make up the package you'll be sending to us:

It is preferred that all of the above materials be sent via email to info@shamrockwebdesign.net

Payment can be mailed to Shamrock Web Design (please inquire for mailing address)

**We are looking forward to receiving your materials,
and constructing a website to meet your unique needs!**