



# Premium Websites, LLC

360-607-4767

## Website Planning Worksheet

Used in conjunction with the [Website Design Agreement](#), this should also be printed out by the client.

This questionnaire is designed to enhance communications between **Premium Websites, LLC** and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone or in person with a **Premium Websites, LLC** representative. After you've filled in the blanks as we talk on the phone, please make a photocopy, for your records, and mail or email a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

**Budget for the Website Project:** \_\_\_\_\_

**Business or 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. Examples of 3 Websites that you like and why:

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### 3. Examples of 3 Websites that you don't like and why:

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### 4. Site Organization

Please label pages you desire and cross out the rest.

- Welcome Menu
- About the Company



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- What's New
- Specials
- Products (Do you need more than one Page for Products?)
- Services (Do you need more than one Page for Services?)
- FAQ
- Newsletter
- Response Order Form
- Contact Page
- Gallery Page
- Testimonial Page
- Blog
- Other Pages (Please write down pages needed)

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

## 5. Site and Domain Names

**Site Name on Header:** \_\_\_\_\_

**Domain Name** It 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 (<http://PremiumWebsitesHosting.com>)

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

## 6. Header Graphic

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 digital color copy.

- Photo or drawing of product? \_\_\_\_\_
- Typeface preference \_\_\_\_\_
- Preferred colors in palette (RGB colors?) \_\_\_\_\_
- Other ideas \_\_\_\_\_

## 7. Color and Accents

What is your current color scheme? \_\_\_\_\_



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## 8. Navigation System

The navigation system of all our Website Packages includes:

- **Links** from the Home page and sectional pages to every page in the system to enable Web search engines to “spider” and index content on every page.
- **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 a horizontal menu and can enable visitors to see from any page how to get to any other.

**Optional Systems** Circle those you wish incorporated in your site.

- **Drop-down/slide out menus**. : Not recommended because many users have problem navigating your side, causing them to move on to someone else.
- **Left-side “Image 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, affecting the performance of your website.
- **Site map**

## 9. Basic Page Elements

These are the important items which appear on nearly every webpage on your side (except the “home” page).

- **Page Titles** which show at top of Web browser only
- **Top-of-page** graphic based on the design of the header graphic
- **Page Title** in larger type. Heading Font Style \_\_\_\_\_ (recommend Arial Bold)
- **Text** Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- **Standard company** logo near top 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?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

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## 10. Photos, Graphics, Animations, Sound, and Video



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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.

1. Clipart tends to look a bit tacky on websites. We recommend photos.
2. Photos are to be sent as digitized images on a diskette, or via e-mail. jpg format is fine.
3. Stock photos purchased from other stock photo sites. (istockphoto.com)
4. 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.

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

- Video clips
- Flash slideshows
- Rotating images
- Sound, either musical background or mp3 files for music or voice (makes site load slow)

## 11. Response Forms

What is the purpose of your response form?

- **Guestbook** for visitors to record comments
- **Request for information**
- **Survey** of customer preferences
- **Make an appointment**

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. We charge extra to set up the ordering system.

## 12. Web Hosting Service

We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services – the good, the bad, and the ugly. 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 let us recommend a Web host service for you. We require cgi-bin access and FTP access.

Recommend: <http://PremiumWebsitesHosting.com>

<http://BlueHost.com/track/PremiumWebsites>



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

Acct# \_\_\_\_\_

Username \_\_\_\_\_

Login \_\_\_\_\_

On behalf of my organization I approve the above plan which I have developed with **Premium Websites, LLC** to construct a website, and I authorize **Premium Websites, LLC** 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:

- Website Planning Worksheet
- Website Design Agreement
- Written content for your web pages (preferably on a disc or diskette formatted for Word for Windows or other word processor. We can translate from most word processor formats with ease.)
- Photos or graphics to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a disc, diskette, or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, PSD etc.). If these are in Mac format make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
- Your company logo (if any), and tell us the RGB or HEX color.
- Samples of your printed materials – brochures, letterheads, cards, booklets, etc. – so we can see how you present your company image.
- Check for at least 50% of the total.

You may send your package to Dotty Scott, Premium Websites, LLC, by US mail.

2712 NE 97<sup>th</sup> Ave

Vancouver, WA 98662

We are looking forward to receiving your materials and beginning construction your website!