



## Website Planning Worksheet

The hardest part of designing a website is deciding upon the look and content of the site. This questionnaire is designed to help you clarify what you want your site to become, so that we can provide you with something that closely resembles your dream site. It helps if we are all "reading from the same page" which is oftentimes difficult when discussing concepts and graphics. You are welcome to fill in the form electronically, resave it and send it back to us, or you can print it out, fill it in, and mail it back to us. Or, you can simply use it to provoke thought about your website and then discuss your ideas with us.

---

### All about you

---

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

#### 1. Your Company

What does your company do? \_\_\_\_\_

---

---

Company slogan or **tagline** \_\_\_\_\_

What makes your company unique? \_\_\_\_\_

---

---

Anything that is important for us to know about you/your company? \_\_\_\_\_

---

**2. Your Image.** It is very helpful if you can provide us with a copy of your company's letterhead, brochures, catalog, business cards, etc. so we can see how you present your company image.

Do you have a logo?  Yes  No

Would you like us to help you create or redesign your logo?  Yes  No

If you do have a logo, please send us the original artwork in a .pdf, .gif, or .jpg. If you do not have the original artwork, please send us a color copy.



Visit the websites of your main competitors, and summarize below:

Name/Site	What is good about this site?	What is bad about the site?

**1. Colors and Accents.** Are there any colors that you have already chosen, or would like to choose, as part of your image? If so, list them.

Preferred main **color(s)**? \_\_\_\_\_

Preferred accent **color(s)**? \_\_\_\_\_

Preferred accent **color(s)**? \_\_\_\_\_

If you haven't gotten as far as choosing colors, it is helpful to do a bit of "educational surfing," keeping an eye out for sites with color schemes that you like and dislike. If you have already listed this information in an earlier section, disregard.

**Sites with colors you like** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sites with colors you dislike** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Fonts.

Font preference for logo/titles \_\_\_\_\_

Font preference for text \_\_\_\_\_

No preference/undecided.

If you would like more information about fonts, it is helpful to go to [www.myfonts.com](http://www.myfonts.com) and browse through the available fonts. You can type in your own text to see how your company name or main headings would look in different fonts. A rule of thumb about fonts is that you can be more creative fonts used in logos, taglines, titles, and menus, while you should choose a standard font (Arial, Comic, Courier, Georgia, Tahoma, Times New Roman, Verdana) for your text.

---

## Site Content & Organization

---

### 1. Reasons for wanting a site

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- To establish a **web presence**.
  - To **sell products online** taking credit card information over the Internet.
  - To provide **contact details and/or directions** to potential customers.
  - To provide **news** to potential customers (eg "the u-pick field is now open")
  - To make available **product information and price lists** to distributors.
  - To make available **product information and pricing** to customers.
  - To strengthen **brand/name recognition**.
  - To create a **favorable impression** of the company or organization.
  - To expand **customer base**.
  - Other \_\_\_\_\_
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

### 2. Content

Please provide a simple list of the items that you wish to include on your website.

---

---

---

---

---

---

---

---

---

---

---

---

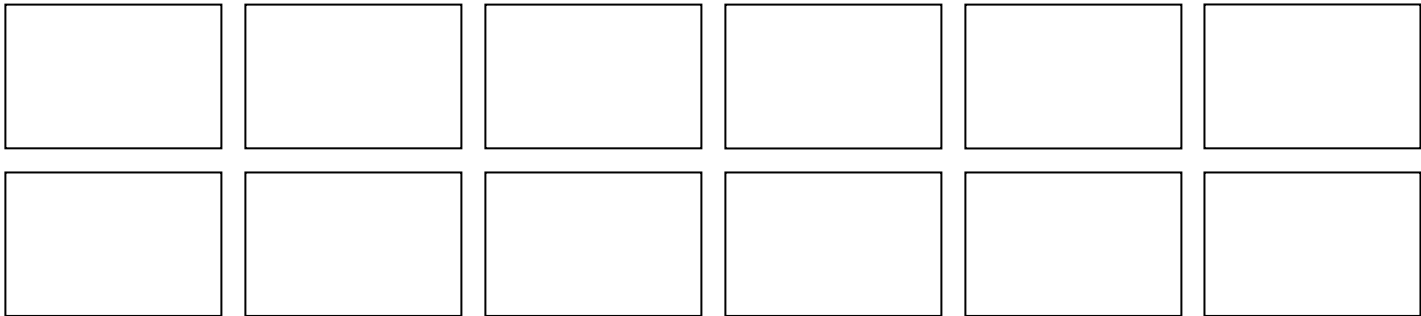
---

---

---

**3. Site Organization**

Now try to organize your content. Which of the items listed above need a page to themselves? Which can be grouped together? If you have opinions about this please fill in the chart below, drawing arrows to show which pages are accessed from other pages. If you are not sure, ignore this section and we can organize your website together.



**4. Navigation System**

What type of navigation system do you like?

- Top
- Top & Bottom
- Side
- Other: \_\_\_\_\_
- No preference/undecided.

**Sites with navigation you like** \_\_\_\_\_  
\_\_\_\_\_

**Sites with navigation you dislike** \_\_\_\_\_  
\_\_\_\_\_

## 5. Forms

Do you require any forms?

- Contact** for visitors to contact you (other than an email link)
- Request for information**
- Survey** or other feedback form
- Booking** or reservation form
- Other: \_\_\_\_\_

## 6. Shopping Cart

Do you require a shopping cart?  Yes  No

If yes, please list your main product categories:

---

---

---

Do you have a Merchant Account (for processing credit cards)?  Yes  No

Do you need us to recommend Internet Merchants?  Yes  No

## 7. Photos, Graphics & other elements

Photos & graphics can make or break your site, so it is important to spend some time either taking photos of your company, products, and people, or finding photos that convey an image you like. (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.) Please put a check next to items you wish to include.

- Your own **Photos**. You can supply either by sending the photos themselves for us to scan and return, or by sending the digital images on CD or via email.
  - Stock photos** can be obtained from IstockPhotos ([www.istockphoto.com/](http://www.istockphoto.com/)), Dreamstime ([www.dreamstime.com](http://www.dreamstime.com)) and other photo sites on the internet. You can purchase the photos and send them to us, or you can have us purchase the photos on your behalf and invoice you for them.
  - Clipart**. We can recommend some sites with quality clipart, or you can provide us with your preferred clipart graphics. Most stock photo sites also have good clipart available.
  - Animated GIF images**.
  - Flash**.
  - Sound**, either MIDI musical background or streaming Real Audio for music or voice.
  - Video clips**
  - Other** \_\_\_\_\_
-

---

## Technical Stuff

---

You don't need to be technical to have and update a website. We understand that technical details can be daunting, and can handle as many of the details as you wish. If you have any questions, ask. We don't expect you to know how things work behind the scenes. The internet is so complicated that we are often amazed that it works!

### 1. Domain Names

Do you have a domain (URL)?  Yes  No

A domain name must be registered before you can use it. Brown String Solutions can check the availability of your potential domain name and register a name for you. If you are trying to decide on a name, ask us about a "name spinner" to help you decide.

Domain name(s) \_\_\_\_\_

Desired  Already Registered

Domain name(s) \_\_\_\_\_

Desired  Already Registered

### 2. Web Hosting Service

Do you need web hosting services (a place for your site to be housed on the internet)?  Yes  No

If no, please provide us with information on your current hosting provider:

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

Phone: \_\_\_\_\_ E-mail for support: \_\_\_\_\_

FTP Server name: \_\_\_\_\_

FTP Username: \_\_\_\_\_ FTP Password: \_\_\_\_\_

### 3. Search Engine Stuff (Advertising Your Website)

Be sure to read the article, "[Web Marketing Checklist: 27 Ways to Promote Your Website](http://www.wilsonweb.com/articles/checklist.htm)" (<http://www.wilsonweb.com/articles/checklist.htm>) and provide us with the following information for your meta content (key words):

**Title – MOST IMPORTANT** (must be 115 characters or less): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Description** (must be 250 characters or less): \_\_\_\_\_

---

---

**Keywords** (metatags – up to 255, although most search engines only index 60) :

---

---

---

**Stats.**

Information about **number of visitors to your website** can be obtained from your web hosting provider. If you have decided to host with us, would you like us to collect statistics that you can view?  Yes  No

---

**Timeframes & agreements**

---

**1. Deadline**

Target "go live" date \_\_\_\_\_

**2. Process**

Once we have reviewed this planning worksheet, and have discussed the project with you enough that we have a good idea of the scope of your project, we will send you a website design quote and contract. If you decide that you would like us to design your website, then sign & return the contract. We request a 25% down payment of "earnest money" before starting your project. Work on your site will commence once the contract and down payment have been received. We will correspond with you frequently during the project to ensure that the design is developing in a direction which you like.

Once the basic design of the website is approved by you, we create a template (blank page) and then begin filling in content. All work on your website is done in a testing area. Once the final design has been approved, content added, and the final payment for the website has been made, then we "go live" with the site, uploading it to your hosting provider. You will be given a CD with all of our original files.

We are looking forward to receiving your materials and working with you!

Brown String Solutions, Inc. 12814 NW Bishop Rd, Hillsboro, OR 97124  
(503) 374-9597; info@brownstringsolutions.com