

Website Development Worksheet

Please fill out this worksheet to the best of your ability. If there are questions you can't answer, just skip them and move on. **The more thoroughly this is filled out, the better prepared we will be to begin work on your site.**

Customer/Business Name: _____

Address: _____

Primary Phone: _____ **Secondary Phone:** _____

Email: _____

Requested Website Date of Completion: _____

Website Type (Circle One or more):

Personal

Professional

Small Business Corporate

E-Commerce (Sell products online)

Other

Website Purpose (Circle all that apply, feel free to add additional notes!):

Provide Internet Presence _____

Display Photo Gallery _____

Provide Product Information _____

Advertise Services

Other (If "Other", please provide us with a short description): _____

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Current Hosting Plan (If Any*): _____

Existing Domain Name(s) (If Any): _____

If you do not already have a domain name, please list three (3) different domain names that you would like us to check on for availability. Don't worry! If none of the ones you select are available, (or if you just can't think of one) we'll work together to find another one that will clearly describe the purpose of your site.

1. _____

2. _____

3. _____

Look and Feel of Website

Please provide the URLs (web addresses, the part that starts with http://) of up to five (5) websites you have visited that you like, and what you like about each one. These will serve as models for the basics about your website. We can take certain elements from each site and combine them to create the look and feel that you desire for your site. We will look at these sites together at our meeting, if you are a local client. Otherwise, we can discuss them via phone, text, IM, Skype... whatever you prefer.

URL #1: _____

What you like about it _____

URL #2: _____

What you like about it _____

URL #3: _____

What you like about it _____

URL #4: _____

What you like about it _____

URL #5: _____

What you like about it _____

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Pages to be included in the website: (Circle all that apply, and see additional worksheet)

Home Contact Content** (indicate how many) _____

Mission Statement News FAQ About Us

Newsletter History Products/Service (indicate how many) Pages _____

Products _____ Other (If Other, please specify)

Form Pages: (circle all that apply)

None Contact Registration Other (If Other, please specify)

Special Options: (circle all that apply)

Search Slide show Animations Other (If Other, please specify)

Website Theme and Influence:

Warm and Friendly Bold and Corporate (business) Clean and Crisp
(professional) Other (If Other, please specify)

Graphics

What kind of graphics would you like on your web site? Do you already have your own graphics in digital format? If you know what type of graphics you'd like to use, but do not already have them, images can be purchased or commissioned for creation.

Do you currently have a company logo? Yes No

If not, would you like us to create one for you? Yes No

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Colors

Describing the colors you desire can be a bit problematic. For this reason, we ask you to list the URLs of three (3) sites that use colors you like. Again, we will discuss color selection and usage at our meeting, if you are a local client. Otherwise, we can discuss them via phone, text, IM, Skype... whatever you prefer.

URL #1: _____

URL #2: _____

URL #3: _____

Masthead

This is your “top of the page” graphic, and may contain things such as a company logo, the name of the company or website, ownership details, slogan/tagline and other “branding” content. List all the items (logo, company/website name, etc.) that you want in your masthead.

1. _____

2. _____

3. _____

Page Footer

The page footer is displayed at the bottom of each page within your website. It can also contain a navigation bar (menu, links) and other information such as a copyright, revision dates and credits. List all the items (navigation bar, copyright, etc.) that you want in your page footer.

1. _____

2. _____

3. _____

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Background Graphics

Background graphics are graphics that appear behind the content of the main page. They can add a decorative touch to the design of your website. Would you like a background image or background color other than white? If so, do you have an image or specific color in mind?

Audio

Music or other audio can be added to websites in a variety of ways. They can be set to play when the page loads, or “music players” can be embedded in the site. Please describe what type of sounds you would like added to your site (if any), and to what pages you want them associated.

Links

Your website may have as many links to other websites as you desire. Are there any sites that you would like to link to from your site? Keep in mind that if this is a business site, you will only want to link to other businesses which complement yours and are in the same industry.

URL #1: _____

URL #2: _____

URL #3: _____

URL #4: _____

URL #5: _____

URL #6: _____

If you require more links than we have provided space for, you may write them on the back of the page.

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Merchant Services (for ecommerce sites only)

If you will be utilizing payment gateways, please provide us with the names/types your business already utilizes, as well as any you intend to use with your website. The more information you can provide, the more quickly we can have your web store up and running.

PayPal	API	BitCoin	COD	Bank Transfers
Cash	Check	Barter	Other (please explain below)	

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How do you plan to provide us with the text for each page on your Website*?
(circle all that apply)**

Digitally (CD/DVD, Flash Drive, Email) Paper (Company Literature, Hand written)

Marketing Your Site

How are you planning to promote your site? Basic SEO (meta and alt tags) are included in every website package. However, there are other things you can do to help visitors find your website. We can discuss the ways in which we can help you to market your website at our meeting, if you are a local client. Otherwise, we can discuss them via phone, text, IM, Skype... whatever you prefer.

ORGANIZE YOUR CONTENT

It is important that the content you provide to us is organized in a clear and concise manner. This will not only help with creation of the initial site design, but also help us to lay out the site in a manner that your visitors can easily find the information they're looking for within a minimum number of clicks. Once you have the content you want on your site, we recommend that you organize it by creating a simple hierarchy or outline. This will become the "blueprint" that we will follow when developing your site's structure and navigation.

* We do our best to work with the hosting provider you have, if you've already secured hosting. However, we prefer siteground.com for various reasons which we will explain if you are interested in knowing.

** Content pages are ancillary pages which are not part of the main site structure. These may include a library of articles or just various pages which are industry-specific for the sort of business you are in.

*** If text is not provided in electronic form so that we can copy/paste the content, data processing charges may be incurred. It is imperative that you provide all assets in a timely fashion to ensure completion of your website in a timely fashion.