



Web-site Planning Form

The more information I get from you in the planning stages the more efficient the whole project will be. I can better design a site that reflects your goals, and the project will be completed more quickly.

Contact Information

Name:

Company name:

Email:

Phone:

Fax:

Who has final approval for this project?

What is their contact information?

Nuts & Bolts

A domain name is your address on the Internet. For example: www.mybusiness.com
Do you have a domain name? If so, what is it?

If not, would you like assistance in selecting one?

A web host is an internet service provider (ISP) that stores your web site's files on their server and makes them available to the Internet. Do you have a web hosting service? If not, Benn Design can help you find a web host.

Are you redesigning an existing site or creating a new one?

What is the target deadline for your site to be available to the public?

Website purpose and audience

What is your company's mission statement?

How long has your company been in business?

How do you picture the web site supporting your company's mission statement?

How will you judge the success of the web site?

Why are you making this web site? Select all that apply

- Education
- Sales
- Entertainment
- Gathering information/surveying
- Answering frequently asked questions
- Other:

Describe the primary function you would like the web site to accomplish.

Who is your target audience?

Why are they looking at your web site?

What information do you want them to take away from their visit?

Who is your competition?

What sets your business apart from them?

Content

Which pages do you envision your web site containing?

- Home page
- About Us
- FAQs
- Contact Us
- Services
- Products
- Catalog/online storefront/shopping cart
- Order Form
- Requesting information from the user online (using forms)
- Calendar
- Newsletter
- Map/directions

Please describe any pages that are not included on this list, or expand if you think I might need more information

Do you have any existing materials I can use to put on the web site? For example:

- Photographs
- Logo
- Graphics
- Written copy
- Brochures
- Other:

Is there anything in the materials that you are giving me that I should use? (for example, a logo.)

Look & Feel

Please choose which adjectives you would like to have apply to your web site:

- Fun
- Professional
- Classic
- Casual
- Sophisticated
- Trendy
- Friendly
- Formal
- Funny
- Simple
- Comprehensive
- Serious
- Playful
- Other:

What are some web sites that you like and what so you like about them? For example:

- The look of the site (its graphic design)
- The way the visitor navigates through the pages
- How the information is organized
- Special photographs or illustrations

Is there a particular color scheme you favor for the web site?

- Cool colors
- Warm colors
- Monochromatic
- Autumn
- Winter
- Summer
- Spring
- Earthy
- Bold
- Muted
- Other:

Marketing

How do you intend to market the web site?

- Including URL on all your printed materials (stationary, cards, brochures, etc.)
- Promote site using traditional media
- Paid search-engine submission
- Submitting URL to key directories
- Requesting reciprocal links
- Google AdWords program
- Other:

How will the web site tie in with your existing marketing program?

Is there anything else I need to know or see before I start work on the web site?

Thanks!