

Website Planning Worksheet

This questionnaire is designed to enable KachelmanDesigns to understand what their clients need in a website. Please fill it out to the best of your abilities and note anything that may not be included that you think may be important. This worksheet helps to provide a written proposal of your web design plan.

Contact Name _____

Phone _____ FAX _____

Email _____

Company/Client _____

Address _____

City _____ State _____ ZIP _____

E-mail address _____

Present WWW URL (if any): _____

Username _____ Password _____

1. PURPOSE

Give the most important purpose a "1", next most important a "2", and so on. *(Leave those blank which do not interest you at all)*

- To give **information** about the group or organization
- 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**.
- To **accept payments/fees** for the group or organization
- Other _____
- Other _____
- Other _____

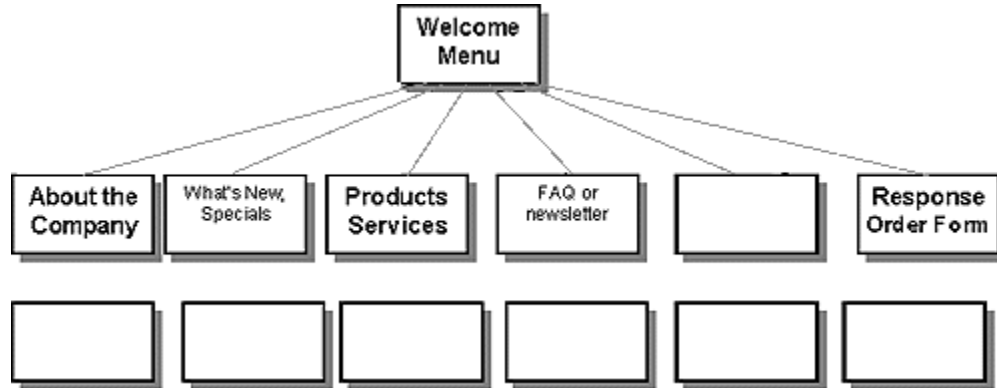
2. EXAMPLE/IDEA WEBSITES

Often you have ideas from visiting other websites. Please list any below that you have visited and have liked or have similar information/ideas that you would like to explore using on your website:

WEBSITE ADDRESS (WWW)	IDEA/INFORMATION FOUND

3. SITE ORGANIZATION

Please label pages you desire and cross out the rest. (Note: You will use these same labels on the Website Content Worksheet)



Total number of pages decided upon _____

4. SITE AND DOMAIN NAMES

Include Site Name on Masthead (if possible): _____

Domain Name: Each domain name must be registered through a web hosting service (see below) and approved by a domain registration service before you can use it. You may check the availability of your domain name at www.bluehost.com or any other domain provider.

Domain name _____ Desired Already Registered

Note: Often a domain name is included with your hosting plan. See description and information regarding hosting plans below.

5. 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 several hosting services -- the good, the bad, and the ugly. We usually recommend www.bluehost.com (or a similar provider) as a web hosting service for you. They provide all the necessary access and structures needed for the website. They also have several inexpensive plans that you can purchase to meet your needs. Please contact us if you have found another provider to insure all necessary items are present.

Please list your web hosting service information below:

Web Hosting Service _____ Phone for support or help: _____ E-mail for support or help: _____ User name: _____ Password: _____
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6. MASTHEAD GRAPHIC

It is very helpful if you will include a copy of your company or organization's letterhead, brochures, catalog, etc. so we can see how you present your company or organization image. Please select any of the following options you would like for your website:

- Company/Organization Logo** incorporated in the masthead graphic? (please enclose a color copy or a digital file preferred).
- Photo or drawing** of product(s)? If so, please enclose a digital copy.
- Typeface/Font** preference _____

- Preferred colors in palette _____
- Other ideas _____

7. COLOR AND ACCENTS

Webpages are created with all kinds of colors, patterns, textures or even photos for the background. We recommend keeping the background as basic as possible so as to not detract from the information presented on the webpage. These options must be considered to make sure the customer or browser can affectively read and see the information presented on the webpage. Various combinations of colors and patterns can accomplish this with great success. Keep this in mind when indicating your preference below.

Background preference: no preference white black Color: _____ Texture/Pattern: _____

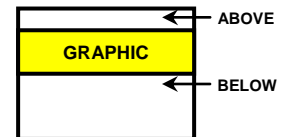
May we include a link at the bottom of the website to **KachelmanDesigns**? Yes No

8. NAVIGATION SYSTEM

The navigation system of all our Standard Website Packages may include:

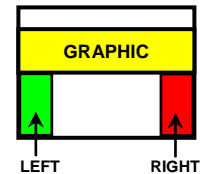
- **Horizontal Links** from the front page ("home page") and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Preference: no preference
 menu above graphic (very top of page)
 menu below masthead graphic/logo



- **Side Menus** with text links are sometimes useful on larger sites (can be included in sites with 6 pages or more). They can enable visitors to see from any page how to get to others.

Preference: no preference
 left menu
 right menu



Optional Systems. Check those you wish incorporated in your site (*Additional charges may apply*).

- Left-Side "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. (Extra charge)
- Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily, and often make the page design look "tacky" with their ugly gray scroll bars. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Extra charge)
- Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

9. 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
- Top-of-page graphic (based on the design of the masthead graphic)
- Page Title/Headings (larger type). **Preference:** no preference Ariel Times New Roman Other: _____
- Body Text. **Preference:** no preference Ariel Times New Roman Other: _____
- Standard company information near bottom of page
- E-mail response link. Contact 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.

10. 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. We can use the following on the website:

- **Clipart** tends to look a bit tacky on websites. We recommend photos when possible.
- **Photos.** We prefer digital images saved on a CD or flashdrive. However, you may also supply the photos themselves for us to scan and return.
- **Stock photos** obtained from www.clipart.com, www.istockphoto.com, www.shutterstock.com or other stock photo sites (you can find many online with a basic Google search). These sites allow you to search and download the photos yourself. You can then save them on a CD or flashdrive to use on your site. Additionally, we can download them for you and bill you for the charge. If you choose that option, you may select photos from the websites and give us the photograph number. We will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost. If you want us to find and select photos, we charge our hourly rate.
- For an extra charge, we can equip your webpages with:
 - Sound, either MIDI musical background or mp3 files for music or voice.
 - Animated GIF images. We make animations for an extra charge.
 - Video clips

11. RESPONSE FORMS

What is the purpose of your response form? (*check all that apply*)

- Guestbook for visitors to record comments
- Request for information
- Survey of customer preferences

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. If you are offering items to purchase, we recommend setting up a lite version of a store website with a secure server. We charge extra to set up an ordering system.

12. REGISTERING AND ADVERTISING YOUR WEBSITE

Utilizing your website is very important for it to be affective for your group or organization. Consider:

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their webpages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

Information about number of visitors to your website can usually be obtained from your Web Hosting Provider, Internet Service Provider or Google Analytics. We do not include page counters on our Standard Website Packages.

We submit your information to Web search engines to "register" your website after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

13. MAINTENANCE

Package prices include minor updating over the first six months of the contract. This covers minor text edits, minor adjustments to page design, etc. It does not include major changes, such as changing or replacing entire content on a webpage, which is billed at our hourly rate.

Target Date for final payment to be made and your Web Site to be advertised: _____

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

Signature

Date