



Web Site Planning Worksheet

This Web Page Planning Worksheet is used in conjunction with the Web Page Design and Maintenance Agreement in order to facilitate your needs. Please fill out the following information regarding the needs of your company. Include a signed copy of this worksheet with your agreement. Keep a copy for your records. This provides a written statement of our mutually agreed plan.

Client's Name:	Name of Business:
Address:	City, State, Zip:
Telephone Number:	Email:

Is this a new site? Yes No

Do you need a site re-designed? Yes No

What is your Purpose?

Check the items which are important to you.

- To appear more professional.
- To increase your market potential.
- To attract new clients and customers.
- To sell products over the Internet.
- To encourage potential customers to contact you by phone or e-mail.
- To make available product information and price lists to distributors.
- To make available product information and price lists to customers.
- Other _____

Who is your Target Audience?

Size and Organization

How many pages would you like? _____

Which of the following pages would you like included?

- Home Page** (the first page that will appear showing a list of each page you have designed)
- About the Company** (mission statement, goals, how long has your company been in business, business locations and hours, business philosophy, why should they choose your company, etc)

- What's New** (newsletter or updates)
- Products or Services** (photos and text which describe your services)
- FAQ** (commonly asked questions and the answers to those questions)
- Response Form** (information about your clients, offer them the chance to ask questions, where did they hear about you, track statistical information)
- Links** (links to web sites clients would enjoy)
- Affiliations** (what organizations do you belong to?)
- Other** _____
- _____
- _____

Site Name

Do you currently have a domain name? If so, what is it called _____?

If Not, do you plan on acquiring a Domain name? Yes No
 If Yes, please list (3) three choices for submittal

If you decide Not to have a Domain name, your Web site will follow behind the Domain name of someone else (www.yourname.websbest.com).

Main Graphic on Home Page

- Do you have a logo you would like to use? Yes No
- If not, would you like to have CMS design a logo for your company? Yes No
- If so, we will meet with you to discuss the details and cost involved.
- Do you want your company logo included on the Home Page? Yes No
- Do you have a photo of your products/services? Yes No
- Will you supply photo's on diskette? Yes No
- Would you like CMS to scan the photos? Yes No

Typeface preferences _____

Preferred colors in palette _____

Other ideas _____

Some helpful hints when deciding what graphics to use:

Try to keep your images under 60K and save them as gif or jpg files. Images must load quickly or the view will leave.
 When sending us photos or graphics, indicate the caption and what Web page it goes on.
 Too much animation can be distracting to viewers.

Background Color or Texture

Please choose which option you would prefer. You may choose more than one.

Option 1: A white background with a band of color running down the left margin of the Web page. What are your color preferences?

Option 2: A multi-colored background. What are your color preferences?

Option 3: A solid background. What are your color preferences?

Basic Page Elements

Choose which elements you would like from the following:

Page titles which show at the top of the Web browser (the page title displays at the top line of your Web browser. This is very important because it often shows up on the search engines. Use key words that people might use to find your page).

Top of page graphic

Would you like a small graphic on the top of each page? Yes No
If so, what kind _____

Would you like your company name and logo at the top? Yes No
Do you want your graphic centered? Yes No
Left or right justified? left right

Company information near the bottom of the page (your company information such as address, phone number, email address, etc).

Email response link to the following email address:

Would you prefer to include a button or a text link that takes the visitor to your email address or form? button text link

Size of Normal text type _____

Is your text already formatted? Yes No
Or, will we need to type all the information? Yes No

Internal navigation using image bars, etc. at the top, bottom or side of each page. Which locations would you prefer?
top bottom side

Internal navigation using text links at the top or bottom of each page. Which locations would you prefer?
top bottom

You can have links on your page which can take you to the top of the page, home page, a different page or a different Web site. This allows for easy navigation.

Links

What pages or Web sites would you like links to?

Sites That Appeal to You

Competitor's Sites

Give a visual description of how you would like your site to look.

Finishing Touch

- Colored lines or bars compatible with color scheme
- Colored 3-D balls, arrows, pointers, bullets or other symbols for menu items
- Please indicate your preferences _____
- Other _____

Photos and Graphics

- Clip art (what kind) _____
- Photos
- Animated images (what kind) _____
- Other _____

Forms

- What information would you like asked on your form? (name, address, phone number, where did you hear about us, questions, etc).

Advertising your Web Site

Please list key words which people might use to find your product or service. Think about what words you would type in a search engine if you were looking for a Web site such as yours.

Please give us a 25 word sentence or two describing your Web site using as many key words as possible in a "readable" sentence.

Do you want your Web site submitted to search engines above and beyond your package? If so, to how many? _____ (there will be an additional charge for search engines above and beyond those included in your package).

Which search engines do you prefer?

Approximately when would you like your Web site completed?

Where Did You Hear About Creative Media Specialists? _____

On behalf of my organization, I approve the above plan which I have developed with Creative Media Specialists to construct a Web site, and I authorize Creative Media Specialists to use this Web Page Planning Worksheet as the basis of the project.

Representatives Name (signature)

Representative Name (printed)

Name of Company

Date

Creative Media Specialists
3190 Harlan Street
Wheatridge, Colorado 80214
(303) 234-0979

I look forward to hearing from you.

Brenda Halverson-Yost