

Web Site Planning Guide

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Company Information

Company Name _____

Contact Name _____

Address

Street _____

City _____

State, Zip _____

Country _____

Instructions

The following pages are designed to help assemble the basic elements needed to construct, publish and promote your web site. Complete each section answering as many questions as possible. If you get stuck on questions then move on to the next and go back to retry the unanswered question(s) later. Feel free call with any questions or concerns.

In most cases your web site will be completed within two weeks after we have received all the required material & information to complete the site and the initial \$110.00 payment (large sites will require additional time depending on the complexity of the site). We will review the material then contact you to clarify your answers.

If you have any questions, concerns or would like assistance in completing this panning guide, please feel free to contact us at 1-408-448-2026.

When completed return this document by e-mail to:

irmtraud@webviewz.com

Purpose

Think about why you want a web site and what you hope to accomplish. Make any notations below.

What is the main purpose of your site? (Pick one)

- Advertise my business
- Sell my products/services online
- Be an informative, helpful community site
- Promote my cause
- Make my business national
- Make my business global
- Other _____

Will you want your visitors to order products or services through your site?

- Yes
- No

If yes, how many items (products or services) will you be selling?

Objective

Primary Objective

We want our site to primarily do the following:

- Serve the needs of current and future clients
- Explain our products and services
- Bring in new clients or customers to our location
- Take orders online
- Other _____

Secondary Objective

We want our site to secondarily do the following:

- Serve the needs of current and future clients
- Explain our products and services
- Bring in new clients or customers to our location
- Take orders online
- Other _____

Audience

What is your industry?

What style best matches your target market and industry?

- Professional
- Conservative
- Contemporary
- Flashy
- Fun or whimsical
- Other _____

Who is your target audience?

- Business people and professionals
- Women
- Men
- Teens and early twenties
- Children
- Students
- Anyone and Everyone
- Other _____

What will be offered on the site? (Stated in general terms. You will be more comprehensive later.)

Will it contain:

- Company Information
- Explanation of our services
- Products
- Online ordering
- Links to other sites
- Other _____

Business

Prepare a list of keywords and keyword phrases that your audience would likely use in an Internet search engine query to find the products, services or information which you offer. Try to list 25 at least. This information will be used strategically throughout your web site when coding your web pages to attract its intended audience.

In a 20 - 25 word sentence, describe your business incorporating the most relevant keywords from above.

Domain Name

If you do not already have a domain selected and registered we can help you with all the questions under this section.

If you have a registered domain name already list it here: www.

What will you call the site?

- 1 _____
- 2 _____
- 3 _____

- .com
- .org
- .net
- Other _____

Ideally, your domain name will be similar, or somehow related, to your formal business name. This will appear on every page of your site and helps convey your message. The name should be short but informative.

Structure

List the main categories you would like included. Also list any sub-categories as shown in the sample below ("table of contents" style). The categories and sub categories will represent sections or pages on the web site. We will need the information that you would like displayed for each category/subcategory.

If you have this information already in a brochure, flyer, or other document you can mail the information to us rather than rewrite it. The preferred method is that information be sent in a MS Word or other text document. If printed matter is all that is available, then please provide a clean copy so that the information can be scanned. (Scanners have difficulty picking up small or distorted print).

Sample of a typical web site structure

Home Page (required)

Products

Product 1

*Additional info

Product 2

*Additional info

Services

Services 1

Services 2

Company:

History

Mission

Associates

Directions

Contact Us

Links:

Your industry association

Your business partners

Charities you support

Privacy Policy

Theme

The "look" of your web site should be consistent throughout the site so that your viewer does not become frustrated.

If there are some web sites that exist which you believe will help us with the over all theme, please list the URL's here and let us know if there is something specific you like or review the available samples located on our web site.

URL 1 _____

URL 2 _____

URL 3 _____

URL 4 _____

Basic Color Theme: (your company colors, same colors as your letter head, logo stationary)

Color 1 _____ Color 2 _____ Color 3 _____

Logo - If you have a logo or your company name is spelled with a specific font, please provide an enlarged copy. If you know which font you want to use in your company name please supply the name of the font.

Font Style _____

Communication

- E-mail link
- E-mail form
- Message Boards
- Newsletter
- Other _____

Hosting

Where will you have your site hosted?

- Hosted with your Internet Service Provider (ISP)?

Who? _____

URL _____

- Hosted with some other hosting provider. Which?

Who? _____

URL _____

List email addresses you would like, for example, info@yourcompany.com, or sam@yourcompany.com

E-mail 1 _____ E-mail 4 _____

E-mail 2 _____ E-mail 5 _____

E-mail 3 _____ E-mail 6 _____

More E-mail addresses (list below)

Promotion

Which measure do you plan to take to promote/market the site to draw in your intended audience? If not sure, consult with WebViewz.

Submissions to:

- Major Directories
- Multiples of Search Engines
- Industry-Specific Directories
- General Directories
- Reciprocal Linking with Others
- Other _____

Traditional Means:

- Business cards
- Letterhead
- Newspaper and magazine
- Flyers, brochure
- Information at our place of business
- Other _____

Updates

How will your site be updated?

- We'd like WebViewz to update the site.
- We prefer to make updates our self.
- Some other agency will update the site.

How often will the site be updated?

- Daily
- Weekly
- Monthly
- Occasionally, as needed

Who will periodically check links, check competing sites to determine your competitive edge, or check your status in the Search Engines?

- We'd like WebViewz to perform these tasks.
- We prefer to perform these tasks our self.
- Some other agency will perform these tasks.

E-mail the completed form to WebViewz.

Remember to send any supporting documents.

- Information for categories/subcategories mentioned in your structure outline.
- Letterhead, business card, flyer, brochure.
- Enlarged Logo or Company Title.

E-mail: irmtraud@webviwz.com

Costs

Initial Expenditure

Initiation

This will involve the initial decision-making, and result in a strategic plan, site structure, and site standards. WebViewz requires \$110 up front, and the project balance due upon completion. Please refer to our web site pricing.

Graphic Design

Basic graphics are provided in the page layout at no additional cost when using our service. Special requests will require a one time fee based on our hourly rate.

Site Creation

Upon receipt of the initial \$110.00, WebViewz creates the initial page layout. Upon your complete satisfaction with this initial page we will move on to constructing the site. The initial page layout will serve as a template for the rest of the site. If you want changes to the layout after this point, then we charge our current hourly rate for those changes. The cost of the web site is based on our current prices.

Ongoing Expense

Maintenance, Additions & Modifications

WebViewz charges our current hourly rate in increments of 15 minutes. A minimum of 30 minutes is charged. Maintenance can be set up on demand or a monthly rate can be established, based on our current hourly rate.