



Website Planning Worksheet

Company Name _____

Brief Company Description _____

Project: Standard Website Web Blog Portfolio

Project Background

Who is the audience?

What is the product or message?

What is the project purpose? (List top two objectives)

- ___ To gain a favorable impression of the company or organization.
- ___ To develop a qualified list of prospects.
- ___ To sell products directly by taking credit card information over the Internet.
- ___ To encourage potential customers to contact us by phone or mail to complete a sale.
- ___ To make available product/service information and price lists to customers/distributors.

Project Aesthetics

Is there an existing company logo that will be used? Yes No

If an existing logo will be used, please include a computer file or print examples (print out, stationery, etc.) to be scanned and used on the website design. If a new logo will be needed, this will be a separate project with a separate timeframe and fee.

Is there an existing company brand that needs to be matched?

What colors would you like to see? What colors would you **not** like to see?

Are there any examples of design that you like?

Is there a navigational preference for your website?

Text links Image Map Rollovers

Right Navigation Left Navigation Top Navigation

Font or typeface preferences? _____

Would you like any of the following information at the bottom of each page?

- Copyright/Trademark Company Contact Info Site Map Email link

Will you allow a link to Addina Danielle Designs at the bottom of your homepage? (You are under no obligation to say yes)

- Yes No

Customer Interaction

Will you need any of the following forms on your site?

- Contact Form Order Form Paypal Shopping Cart

Other Comments
