

Preplanning a website is perhaps the most important, and most overlooked, part of the website development process. Careful planning on your part can save you time and money. Below is a list of questions to help us get started:

**Contact Information**

Date \_\_\_\_\_

Client contact name:	
Business name:	
Address:	
City/State/Country/Zip	
Phone:	
Fax:	
Email:	

**Domain Name & Web Hosting**

A domain name is your websites address on the internet. For example: [www.mybusiness.com](http://www.mybusiness.com). Do you have a domain name? If so, what is it? \_\_\_\_\_

If not, when you select your domain name, keep it as close to your business name as possible.

You may find that the name you really wanted was taken, but you should be able to find one that will meet your need. The preferred domain extensions are .com and .net for commercial sites.

Non-profits should use .org. We are happy to provide assistance in selecting an effective domain name.

A web host is an internet service provider (ISP) that stores your website's files on their server and makes them available to the internet.

Do you have a web hosting service provider? If so, who is it? \_\_\_\_\_

If not, we can recommend a web host that is reliable and has excellent customer service.

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**

What is your company's mission statement? \_\_\_\_\_

How long has your company been in business? \_\_\_\_\_

How do you picture the website supporting your company's mission statement? \_\_\_\_\_

How will you judge the success of the website? \_\_\_\_\_

Why are you making this website? Select all that apply:

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

Describe the primary function you would like the website to accomplish. \_\_\_\_\_

## Target Audience

Who is your target audience? Are they your customers or is this site for internal use? Deciding this aspect determines how you will 'talk' to the viewer. The language you use and the tone you take will be considerably different if you are talking with someone in your industry versus talking to a novice seeking information. \_\_\_\_\_

Why are they looking at your website? \_\_\_\_\_

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 website containing?

- Home page
- About Us
- FAQ's
- Contact Us
- Services
- Products
- Catalog/online storefront/shopping cart
- Order Form
- Requesting information from the user online (using forms)
- Calendar
- Our Staff
- 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 website? For example:

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

Is there anything in the material that I must use? (for example, a logo) \_\_\_\_\_

## Appearance

Please choose which adjectives you would like to have apply to your website.

- |  |  |                                   |
|--|--|-----------------------------------|
| <input type="checkbox"/> Fun           | <input type="checkbox"/> Formal        | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Professional  | <input type="checkbox"/> Funny         | <input type="checkbox"/> Playful  |
| <input type="checkbox"/> Classic       | <input type="checkbox"/> Simple        | <input type="checkbox"/> Other    |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Comprehensive |                                   |
| <input type="checkbox"/> Trendy        | <input type="checkbox"/> Serious       |                                   |

What are some websites that you like and what do 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 \_\_\_\_\_

This information is very helpful during the construction of web design to determine your sense of style and taste in order to achieve the feel and identity you are seeking.

Is there a particular color scheme you favor for the website?

- |  |                                 |                                 |
|--|---------------------------------|---------------------------------|
| <input type="checkbox"/> Cool          | <input type="checkbox"/> Winter | <input type="checkbox"/> Bold   |
| <input type="checkbox"/> Warm colors   | <input type="checkbox"/> Summer | <input type="checkbox"/> Muted  |
| <input type="checkbox"/> Monochromatic | <input type="checkbox"/> Spring | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Autumn        | <input type="checkbox"/> Earthy |                                 |

## Marketing

How do you intend to market the website?

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

Who do you intend to have do the marketing for the website? \_\_\_\_\_

How will the website tie in with your existing marketing program? \_\_\_\_\_

Is there any other relevant information that you would like to share regarding the website? \_\_\_\_\_

**Thank you for considering Dianne Johnson Creative Services for your website need**  
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