Website Planning Worksheet

This questionnaire is designed to enhance communications between World Sweeper and our clients. We suggest that you print it out to use as a reference when we discuss your project requirements. After you've filled in the blanks, either on your own or as we talk on the phone, it will serve as the 'blueprint' for creating your new website. Then, please make a photocopy for your records and mail or fax a signed copy to me. It will then provide a written memorandum for our mutually-agreed plan.

Website Plan Designed for: _____

1. Website Purpose

Assign the most important purpose a '1,' the next most important a '2,' etc.
Leave blank any that do not interest you at all.

__ 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.
__ Other _____
__ Other _____

2. Site Organization

Please label any 2ⁿᵈ row pages you want to have and cross out any on the top row that you do not want to include on your site.
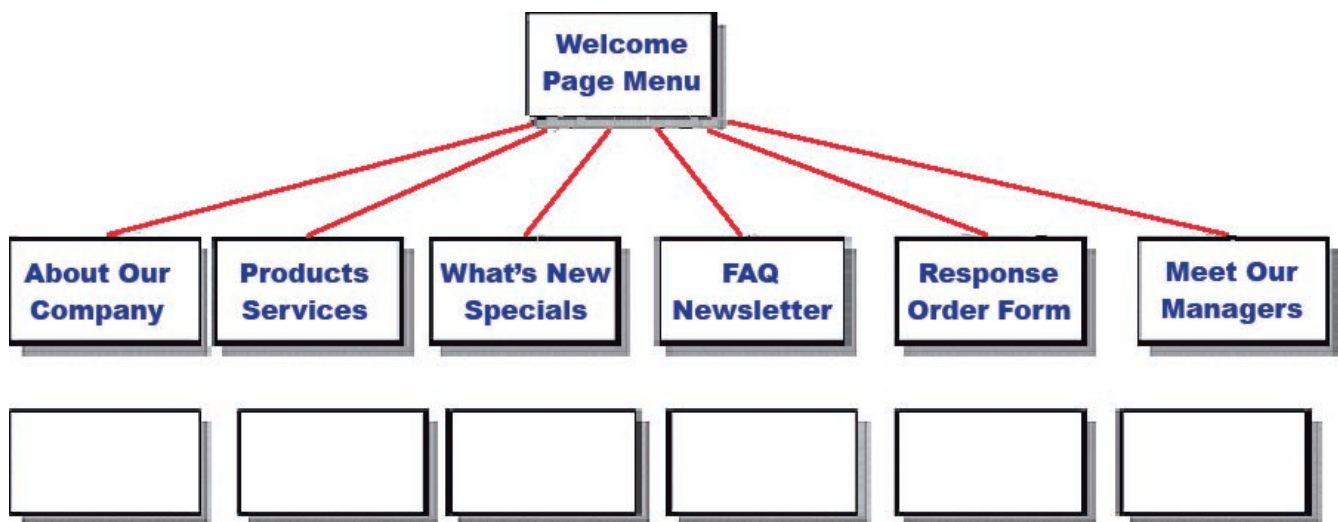
Total number of pages decided upon ____

3. Site and Domain Names

Site Name on Masthead: _____

Your domain name must be registered through your web hosting service and approved by a domain registration service before you can use it. We can handle all that for you. However, you may check the availability of your preferred domain name at Network Solutions: http://www.networksolutions.com

You can purchase the name there, however we have lesser cost places to do so for you, if you'd like.

Preferred Domain Name _____

Is it available? ___Yes ___ No   ___Desired   ___We already own it

4. Masthead Graphic

It is very helpful if you will include one copy each of your company's letterhead, brochures, catalog, etc., so we can see how you present your company image.

__ Company logo incorporated in the masthead graphic? If so, please mail or e-mail us a color copy.

__ Photos or drawing of product? (Please provide them to us.)

__ Typeface preferences: Headline: _____ Body: _____

__ Preferred colors in palette (we will use close-matching 'web-safe' colors to match your choices):
    __ Preferred PMS colors #1 _____ #2 _____ #3 _____
    __ Match colors in our logo

__ Other ideas _____

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, typically with a band of color or a pattern running down the left margin of the web page. Your ideas or preference in this regard:

_____

_____

May we include a link at the bottom of the welcome page that reads "Website Designed by WorldSweeper. com?" (You are under no obligation to say yes.) ___Yes ___No

6. Navigation System

Our recommended navigation system includes:

• Links from the front page and sectional pages to every page in the system. This enables Web search engines to 'spider' and index content on every page.

• 'Site Map' with a brief word or two indicating each page — or, in larger sites — each section of the website. This appears at the bottom of every page; in some instances it is also included at the top of each web page.

• Left-side menus with text links are especially useful on larger sites. Necessary in sites of 6 pages or more. These allow visitors to see, from any page, how to get to any other. These may be white or light-colored over a dark left-side color or pattern. They may, alternatively, be black or dark over a light left-side color or pattern.

6. Navigation System, continued

Optional Systems. Check those you want incorporated into your site.

__ Left-side 'buttons' can be used, but we do not recommend them since they are more expensive and time-consuming to maintain when an addition or change is made to the system. Also, it takes significantly longer to load many buttons than it does the same-sized text area, and search engine spiders do not rank them as highly. The development of buttons and rollover buttons is charged by the hour.

__ 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 and search engine disaster. Other downsides to frames are that they do not always print out well and cannot be book-marked easily. In a few selected situations, however, 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. (Costs more)

__ Flash design website. We recommend flash-based sites only on a case-by-case basis. Historically, many older browsers have not supported flash-based sites, upkeep and development is higher, etc.

__ A search engine is useful on larger sites of 20+ pages, and on product-based sites, to help visitors quickly find what they're looking for. For smaller sites, especially those that are not selling specific products, they are not needed. Quality search engines represent an added expense.

7. Basic Page Elements

These are the important items that appear on nearly every web page on your site (except for on the 'home' page).

• Page titles that show at top of Web browser only

• Top-of-page graphic based on the design of the masthead graphic

• Page title in larger type.   Heading Font Style: _____ (recommend Arial Bold)

• Text Body in normal size. Font Style: _____ (recommend Times New Roman)

• Site map

• Standard company ID near bottom of page

• Contact form with response link to the following e-mail address: _____

• 'Hit counter' located on the home page of your website

• Copyright information in small print at the bottom of every page. Are there any registered trademarks or service marks your company wants to include here?

• Any trademarks or service mark information about marks your company owns. If you have such, please list them below and indicate which are registered trademarks:

    Mark: _____ ___TM   ___SM Reg.# _____

    Mark: _____ ___TM   ___SM Reg.# _____

    Mark: _____ ___TM   ___SM Reg.# _____

8. Photos, Graphics, Animations, Sound and Video

We require that you own the copyright to, or have permission from the copyright owner to use, any photos or graphics you send us for use on your site.

- Generally speaking, we recommend photos rather than clip art for use on most sites.

- Please supply photos to us by sending the photos themselves for us to scan and return, or by sending the images on a CD or via email. Note that a scanning charge of $6/picture will apply to non-digital photos.

We can also equip your web pages with:

- Sound, either MIDI musical background or streaming Real Audio for music or voice. (Not recommended for most sites due to slowing of page loading.)

- Animated GIF images. These are slide shows of pictures that transition from one to the next every specific number of seconds.

- Shockwave animations are more time-consuming, but allow more options than standard animations.

- Video clips of your factory, products, performance of service, etc., may be added to your website. Pricing is based on the project.

- Shopping cart systems can be implemented. Please discuss any needs you have in this regard with us. For sales of just a few items, we recommend that you have us set up PayPal links with individual pricing for each item.

9. Contact/Response Forms

What is the purpose of your response form?

We standardly use response forms on our client sites because it eliminates the ability of 'spam robots' to grab your company's reply e-mail address from your website and add it to, literally, millions of spam e-mail lists. Please check off the response form information you would like to receive from your website's Contact Form:

__ Get prospect's contact info, name, address, phone, e-mail, etc.

__ Section for them to include their comments

__ Request for products/services needed (on a separate sheet, itemize the areas of information you'd like to receive in this regard)

__ Signup sheet for your company newsletter or other publications

__ Authorization to receive periodic information from your company

__ Other _____

__ Other _____

10. Web Hosting Service

Although we are not in the web hosting business ourselves, we have arranged a bulk rate with a hosting company called 'ProWeb.' Currently, the standard hosting charge for most websites is $95/year. This includes your own Control Panel and unlimited e-mail addresses. Alternatively, you may host the site at the web host of your choice. If we will be doing ongoing updates of your website, e-mail addresses, etc., use of ProWeb takes us slightly less time since we are so familiar with its control panel systems. If you currently have a web host you'd like to stick with, we'll need the following information about them:

Name of hosting company: _____

Phone: (_____)_____ E-mail support address: _____

Username of account: _____ Password: _____

11. Registering and Advertising Your Website

Additional promotional concepts to consider:

• Advertising your website to Web search engines that index the Web. Prior to doing either of the following, we work with you to get up to 50 keywords and a carefully constructed 25-word sentence that contains as many as possible of the most important keywords explaining your business.

  • For a flat fee of $50, we employ software that adds your site to over 200 search engines. These are not the major engines, and we recommend this only for national and international customers.

  • For a flat fee of $100 we will submit your site to the major search engines that allow website submission. These sites include: Lycos, Fast, Google, Inktomi, Ask.com, Teoma.com, Metacrawler, Excite, Hotbot.com, MySearch.com MyWay.com, Hotbot.com, Search123.com networks, MSN, Netsearch, Jayde and Open Directory Project (DMOZ).

• Giving customers a good reason to come or contact you for a quote by offering them something.

• Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.

• Investigating link protocol of organizations you belong to in order to be linked from their web pages.

• Purchasing Pay Per Click (PPC) Web advertising

  • We set up and 'tweak' a standard PPC advertising campaign for you with either Google or Yahoo! for the investment of $150 each. Once set up, you will pay only for those prospects who click on your ad and go to your website after they found your ad via an Internet search on Google or Yahoo!. Both PPC ad programs may be set up for multiple products/services, and designed for national/international or locally-based searches. This is currently the most cost-effective place to advertise we know about. For more info, please request our one-page handout on the PPC concept.

• 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 commercial website part of one or more of the many 'Internet malls.' (Best for products.)

• Including your e-mail and website addresses on all your company's print literature, stationery and display advertising

• Developing e-mail newsletters, and/or sending out periodic public relations and/or sales-related mailouts

12. Maintenance

Pricing includes minor updating over the first six months after we develop your site. This covers minor price changes, address/phone changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), swapping out photos on different pages, changing logos, etc., which is billed at our current hourly rate.

On behalf of my organization I approve the above plan that I have developed with World Sweeper to construct a website. I authorize World Sweeper web developers to use this Website Planning Worksheet as the basis of the project.

Company _____

Signature _____ **Title** _____

Date _____