

# Website Planning Worksheet

---

This questionnaire is designed to help us better understand your goals for your website and your business. It may seem like a lot, but it really helps us all get on the same page for developing your on-line presence.

**Your Name:**

**Business Name:**

**Business Address:**

**Key Phone Numbers:**

**Email Addresses:**

## 1. What do you want your website to do for you?

Give the most important purpose a "1", next most important a "2". Leave those blank which 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 \_\_\_\_\_

## 2. Demographics – Who is your target audience??

- What is the age range of the customer who wants my product or service?
- Which gender would be most interested in this product or service?
- What is the income level of my potential customers?
- What level of education do they have?
- What is their marital or family status?
- Is this a product or service they need or a luxury item?
- How will they use this product or service?
- What do my customers value most? Easy availability? Low price? Personalized attention? Special features?
- Which, if any, special features are most appealing?
- What do they like or dislike about the product or service in general?
- Is this an impulse buy or something they are saving for?
- Where do they get most of their decision-making information? Do they research the Internet, newspapers, books, or television?

## 3. Site Content – Specific Items You Want On Your Site

- Products – List, Catalog, Links
- Shopping Cart – Simple (only a few items for sale) or Complex (over 25 items for sale)
- Schedules – Calenders, Appointments, Events       Surveys
- Image Gallery – Interactive, static, large or small images, etc.
- Blog                       Social Media Links                       Client Login
- Document Library                       Newsletters                       Maps

### 3. Domain Names

- I don't have a domain name yet. (Call us about how to do this!)
- I already have a domain name (Domain name: \_\_\_\_\_ )

### 4. Logo & Graphic Elements

Do you have a company or business logo?  Yes  No

If Yes, please send the electronic version to SEED Internet Solutions via email.

If No, would you like SEED Internet to have one prepared for you?  Yes  No

If Yes, we should have a discussion to identify the requirements and cost of the logo design.

### 5. Color and Accents

Do you have your business colors or design elements established for brochures, signage, stationery, etc.? If so, can you list them and collect samples for us to review?

If not, try using Adobe's Kuler system to select a color scheme ([kuler.adobe.com](http://kuler.adobe.com)). Write down the style and color data.

### 6. Photos, Graphics, Animations, Sound, and Video

If you will be using any images, other than your own, please secure the permission of the author and rights to use them on your web page prior to submitting them to us.

- **Illustrations** by a professional designer can enhance the credibility of your business and explain complex processes or products.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a disk.
- **Stock photos** obtained from any photo directory on-line (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but I would need to bill you for my time at my hourly rate.)

List the kinds of pictures YOU want to see on the website (product, lifestyle, business, leisure, etc.)

Yes, I need retouching on some or all of the images I am sending. (I will give a separate estimate for the re-touching service.)

### 7. Contact Form

Making your site interactive is a great way to get information about your site, your products or services and for you to learn about your customers! If you were to have a contact form on your site, what information would you want to collect from your visitors?

- |                                       |   |  |
|---------------------------------------|---|--|
| <input type="checkbox"/> Name         | <input type="checkbox"/> Phone Number         | <input type="checkbox"/> E-mail              |
| <input type="checkbox"/> Address      | <input type="checkbox"/> Comments             | <input type="checkbox"/> Reasons for Contact |
| <input type="checkbox"/> Mailing List | <input type="checkbox"/> How did you find us? | <input type="checkbox"/> Other (list below)  |

## 8. Search Engines and Finding your business on the web (IMPORTANT)

- **Business or Service Description** (1 – 2 sentences that captures what you do, for whom, and why you are better or best at what you do.)
- **Keywords** (if you could list how you think people will search for your business on the web, what do you think they will put in the search criteria? Products, services, markets, locations, demographics, etc.)

## 9. Organize Your Content

Think about all the information, images, lists, etc. that you want to put on your website. Using post-it notes or slips of paper, start to organize similar content into groups that will help define how the information categorized for the website:

## 10. Process and Logistics

1. When do you want to launch your site?
2. Do you have a host provider for your site (to broadcast your pages to the world)  
  
If yes, please provide the details to us as soon as possible.  
  
If no, do you want us to help with setting up a host provider?
3. Do you want SEED to provide a detailed estimate for you?
4. Would you allow SEED to post your site as part of our Portfolio Page?

Thank you for spending a few minutes completing this form. It will help us get to know you better and understand your goals for achieving a website to help your business grow. Please return this to:

Bill Stansky  
SEED Internet Solutions  
10327 Waterford Avenue  
Englewood, FL 34224