

Website Planning

What is your name or the name of your business and what do you do?

What would you like your website to accomplish?

- To showcase and sell products over the internet
- To educate the public about yourself, your services or your products
- To build a credible impression of yourself or your company
- To strengthen brand identification (your image, your logo etc.)
- To showcase a portfolio
- To create an online catalog
- Other _____

When would you like your site to be online (month and year)? _____

Who is your target audience? Who needs your products or services?

List 15-20 words or phrases that describe you, your business, products or services

List words or phrases your customers/clientele might use to search for your services or products (ask family or friends for suggestions)

List two websites you like and why (color, navigation, layout, content, overall look and feel, etc.)

List two websites you don't like and why (see above examples)

List two competitors' websites for comparison purposes

Do you have any literature regarding yourself or your business?

(Please bring these with you to your planning meeting.)

- | | | | |
|--------------------------|-----------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | Brochure | <input type="checkbox"/> | Business Card/Logo |
| <input type="checkbox"/> | Press Release/Print Article | <input type="checkbox"/> | Newsletter |
| <input type="checkbox"/> | Resume or Bio | <input type="checkbox"/> | Awards |

What types of information or pages might you include on your website?

- | | | | |
|--------------------------|-------------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Company Information | <input type="checkbox"/> | Other pages (list here): |
| <input type="checkbox"/> | Products. Approx Number: _____ | <input type="checkbox"/> | |
| <input type="checkbox"/> | Services | <input type="checkbox"/> | |
| <input type="checkbox"/> | Videos, Sound files, or Other Media | <input type="checkbox"/> | |
| <input type="checkbox"/> | Contact Form | <input type="checkbox"/> | |
| <input type="checkbox"/> | Newsletters/Articles | <input type="checkbox"/> | |
| <input type="checkbox"/> | Clients or Testimonials | <input type="checkbox"/> | |
| <input type="checkbox"/> | Shopping Cart | <input type="checkbox"/> | |

Please provide the following information if applicable:

- Domain Name (ie: website-delight.com) _____
- Domain Registrar (ie: register.com/networksolutions.com) _____

- Web Hosting Co. (ie: godaddy.com) _____
- Hosting/FTP Username _____
- Hosting Password _____

Other thoughts, notions , comments and important information regarding your potential website:
