

Site Design Worksheet

Company/Client name _____

Contact name _____

Phone _____ Fax _____

Email _____

Site Development Process

1. Establish site goals and purpose.
2. Initial design proposal and review. This step is carried out through the use of image files illustrating the overall design and page layout of site.
3. Web site design contract printed up and signed.
4. Prepayment of 50% of total cost of site.
5. Site coding process begins and completed according to terms in design contract.
6. Final payment for site construction made.
7. Site registered with search engines and directories.

Standard web site package elements

E-mail/phone consultation (Up to 2 hours total general Internet orientation education, marketing strategy, and Web design consultation. Additional education and consultation is billed our hourly rate of \$65.00)

Template numbers from TemplateMonster.Com: _____, _____,

_____, _____, _____. These templates are acceptable and are at additional cost of typically less that \$200. The re-designed template becomes property of the site owner.

Words of text Supplied by the client. (200 words per page approximate maximum if not supplied via email, flash card or on paper. Preferably sent electronically, webpages of more than 1,200 words of text may be subject to additional fees, especially if they require a great deal of formatting.)

Links To external pages, up to an average of 3 per page.

Custom Graphics Package. Masthead graphic on first page (simple custom graphic incorporating company logo). Top-of-page graphic for all other pages in your website. Colorful lines and bullets, and colored and textured background.

Photos and other misc. graphic images Supplied by client (up to an average of 2 included per page in standard websites and "regular" online store pages, in addition to masthead and top-of-page graphic. Color originals larger than 5" x 8" are extra).

Installation of webpages on web hosting service.

Minor updates and changes To existing webpages for three months, subject to the limits outlined below. Additional changes billed at hourly rate. For online stores, this includes only "regular" pages, not product pages or the ordering system pages.

Site publicity To at least a dozen major Web search engines, such as Google, Bing, Yahoo, AltaVista, InfoSeek, WebCrawler, Lycos, HotBot, etc.

E-mail response link On each webpage to any e-mail address the client designates.

Feedback or guest book form (Basic CGI program included. Includes up to 20 fields. Not included in the package price for sites smaller than 6 pages. This is not included in online stores, since the shopping cart software is a functional equivalent.)

Image Map For internal navigation (Not included in the package price for sites smaller than 6 pages.)

Please answer all of the following questions:

🔗 **Your name:** _____

🔗 **Phone:** _____

🔗 **Email:** _____

🔗 **Have you registered a domain name?**

Yes Please specify:

No

🔗 **Do you have Web hosting?**

Yes Please specify:

No

🔗 **What is the purpose of your Web site?**

Things to think about: What do you hope to achieve with it? What are your goals? Is your purpose to attract a larger audience through search engines? Or to provide information to your current customer base?

🔗 **Do you have a logo you would like to use on your Web site?**

Yes

No

No, but I am interested in having one designed

🔗 **Color scheme:**

We recommend choosing one color as your primary color and one or two complimentary colors.

Things to think about: colors represent emotions and perceptions.

- **Elegant, business-like colors** include colors such as navy blue, burgundy, and beige.
- **Fresh, healthy colors** include bright colors such as yellow, blue, and green.
- **Loud, high-impact colors** include vibrant colors such as red, yellow, blue, orange, purple, and black.

If you are unsure about colors, we can help you choose.

Main color choice: _____

Second: _____

Third: _____

Combination of colors: _____

🔗 **Websites you like and don't like**

List several Web sites that you really like and describe what you like about them and/or what features they have that you would like to have implemented into your own Web site. Try to find at least one web page sample that you like for each of the following: layout, color, navigation, font. Next list several web site that you do not like, again describe what it is that you don't like.

Things to think about: Spend time browsing the Web. Take note of the Web sites that appeal to you. What is it you like about them? The layout? The colors? The navigation? The fonts?

Tip: Visit your competitor's Web sites. What would YOU do to improve them and how could you implement improvements and enhancements into your own site?

Liked:

http:// _____

Reason: _____

Liked:

http:// _____

Reason: _____

Liked:

http:// _____

Reason: _____

DIDN'T Like:

http:// _____

Reason: _____

DIDN'T Like:

http:// _____

Reason: _____

DIDN'T Like:

http:// _____

Reason: _____

❏ Decide on how many pages you would like to start out with. More pages can be added in the future as your company grows.

Approximate number of pages: _____

- 🍏 **Home Page** – This is the first page of your Web site and it is mandatory. It’s also known as the index page. It should clearly state what your company is doing.
- 🍏 **About Us Page** – This is a page about you and/or your company. It may include your credentials or your resume.
- 🍏 **Services/Rates Page** – This page contains a listing of your services or products and can also list your rates and prices.
- 🍏 **Contact Us Page** – This is a page that contains information on how to contact you. Often times it contains a form for your visitors to fill out.
- 🍏 **Policy Page** – This page provides a clear definition of how you intend to use information collected on your site.
- 🍏 **Site Map** – This is a page devoted to site navigation and contains a detailed map of your Web site.
- 🍏 **Other:**

- 🍏 **Other:**

- 🍏 **Other:**

🔗 **Keywords:**

What is the #1 key word or phrase that you think people would use to find your site on the search engines:

List additional key words and phrases:

🔗 **Any other thoughts, comments, or ideas:**

Take note of any additional thoughts and ideas that you have for your Web site.

Do you want a copyright statement at the bottom of your pages (recommended)?

Yes

No

Do you want video added to your Web site? (extra cost)

Yes

No

Don't Know

Do you need a shopping cart? (extra cost)

Yes

No

Don't Know

Will your Web site be database driven? (extra cost)

Yes

No

Don't Know

Do you need a message board? (extra cost)

Yes

No

Don't Know

⌘ Any other special features?