

WDE Design

104 W Spring St.
Heber Springs, AR 72543
501-253-2999

WEBSITE PLANNING WORKSHEET

To be used in conjunction with the Website Design Contract and Website Content Worksheet.

BUSINESS OR PERSONAL NAME: _____

Purpose

Give the most important purpose a "1", next most important a "2", etc. 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 encourage potential customers to **contact us by phone or mail** to consummate a sale.
- _____ To make available **product information and price lists** to customers.
- _____ To strengthen **brand identification**.
- _____ Other _____

Site Organization

Please label pages you desire and cross out the rest.

		Welcome Menu		
About the Company	What's New, Specials	Products Services	FAQ	

Total number of pages decided upon _____

Site and Domain Names

Site Name on Masthead: _____

Desired Domain Name: _____

Secondary Domain Name: _____

Domain extension can include **.com** (commercial), **.org** (organizations), **.net** (networks), **.info** (information), **.name**

Masthead Graphic

It is very helpful if you will include a copy 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 enclose a color copy.

____ **Photo or drawing** of product?

____ **Typeface** preference _____

____ Preferred **colors** in palette? _____

____ Other ideas _____

Color and Accents

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

May we include a link at the bottom of the welcome page with reads "Website designed by WDE Design"? (You are under no obligation to say yes.)

___ Yes ___ No

Navigation System

The navigation system of all our Standard Website Packages includes:

- **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
- **Side Menus** with text links are especially useful on larger sites. They can allow more detail and enable visitors to see from any page how to get to another. These may be white or light-colored over a dark left-or-right-side color or pattern, or black or dark over a light left-or-right-side color or pattern.

Basic Page Elements

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

- **Page titles** which 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: _____
- **Text.** Body Font Style: _____
- **Standard company ID** near the following e-mail address:

- **Copyright and trademark information** in small print at the bottom of every page. What registered trademarks (®), trademarks (™), and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

Photos, Graphics, Animations, Sound, and Video

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.

For an extra charge, we can equip your web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Flash Media**

Web Hosting Service

We are not in the web hosting business. Web hosting services are selected based on the information and needs you supply about your site. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access.

Maintenance

Package prices include minor updating over the first 90 days of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), which are billed at our set rate.

On behalf of my organization, I approve the above plan which I have developed with WDE Design to construct a website, and I authorize WDE Design to use this Website Planning Worksheet as the basis of the project.

Signature: _____

Date: _____

These are the items that will make up the package you'll be sending to us:

- **Website Planning Worksheet**
- **Website Design Contract**
- **Website Content Worksheet** which will define for us the:
 - **Written content for your web pages**
 - **Photos or graphics to be included**
 - **Your company logo**
- **Samples of your printed materials** – brochures, letterheads, cards, booklets, etc. – so we can see how you present your company image.
- **Check or Money Order** for at least 75% of the total.

You may send your package to Amanda Pearson, *WDE Design*, by **US mail** to our address at:

104 W Spring St.
Heber Springs, AR 72543

Or bring it by our physical location.

We look forward to receiving your materials and constructing your website.