



Helping People Succeed Online™

## Website Planning Worksheet

WHEN YOU HAVE COMPLETED THIS WORKSHEET, **FAX TO: 888-930-3329**

# Website Planning Worksheet

This worksheet can help you to lay a solid foundation for your web site. It will help define your goals along with setting guidelines to make sure your website is complete and useful for your visitors. If you don't know an answer or feel like it doesn't apply to you, then simply leave it blank. If you have any questions, please call and I'll be happy to help you.

Name

Address

City  State  Zip Code

Phone  Fax  E-Mail

How would you like us to contact you?  Business Phone  
 Home Phone  
 Cell Phone  
 E-Mail

Contact

Description of your business.  
(One Paragraph)

Description of services.  
(Separated by commas)

Example: Pizza, Restaurant, Take Out, Grinders, Salads, Italian, Entrees, Pasta,

What is your "Motto" or "Slogan"?

Do you want people to:

Learn more about your business or organization?  
 Hire you to perform a service?  
 Buy products from you?

Other

Who is your target audience or community?

Examples: Age Group, Gender, Interests, Locality, Areas Served

## Image & Style

The visual appearance, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

- What image do you want to project?
- Traditional / Classic       Retro / "50's Style"  
 Contemporary       Feminine / Flowery  
 Corporate / Business       Nostalgic / Historical  
 High Tech

Other

- What mood do you want to project?
- Serene / Peaceful       Happy / Smiley  
 Professional       Energetic / "Moving"  
 Fun / Exciting       Mysterious  
 Comforting

Other

What is the color scheme of your business?  
(your main colors)

Do have any existing graphics or promotional materials?  Yes  No

Do you have a logo?  Yes  No

Do you have photos that you wish to use on the web site?  Yes  No

If you answer "yes" to any of these questions to the left, please provide your logos and artwork in digital format along with your submitted "Website Planning Worksheet". Logos, brochures, etc. can be obtained from the company that designed them. They will be happy to help you since you already paid them for the design.

*Please let me know if you need assistance delivering your files.*

## Other Websites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

Regarding your budget (if applicable) is your intention to create

- a basic informational website
- a professional website with custom design and programming
- other (please explain)

## Website Content and Pages

What pages would you like on your site? Indicate the pages you would like on your site using the suggested page titles below. The page titles can be whatever you want. The titles listed below are only to get you started. Remember that it is best to keep only one topic per page. You may also want to consider the how often this information will need to be updated. Software is available to help you maintain your site easily. Be sure to ask about this if you are interested.

### Most sites include these pages:

- About Us / Bio (Who You Are)
- Our Services (What You Do)
- Our Products (What You Sell)
- Portfolio (How You Do It)
- Directions / Contact Us (Where You Are)

On the worksheets that follow, you'll provide a short description for each page and what you want the page button to say.

Worksheets are provided for the common pages (listed above): Who You Are, What You Do, What You Sell, How You Do It, and Where You Are.

Use the "Generic Page Worksheet" (p. 10) to describe and provide information on any of the optional pages from the list on the right. (optional)

### You may also want to include some of these: (optional)

- Calendar of Events
- What's New
- Request Information
- Frequently Asked Questions
- Helpful Links
- Customer Testimonials
- Our Team
- Photo Gallery
- News
- Media / Press
- Guestbook
- Blog
- Order Page
- Other:
- Other:
- Other:

*Keep in mind that some of these pages will require regular or frequent updating, such as the Calendar and/or Blog.*

*Some of these pages may also require website editing software in order to make updates to the content regularly. For example, a Photo Gallery will usually have the ability for a site admin to upload new photos using a website editing software package that we can provide.*

*Site editing software and frequent updates to pages can make the overall price of your website increase. But most people feel that the initial investment is well worth the money saved over the life of the site due to adding these features.*

How often do you want the information on the pages to update?

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Never / Not Applicable

*Frequent page updates are a great way to move up in search results. Search engines rank pages higher if they are updated regularly. Most consumers now expect websites to change frequently.*

Will you need assistance with content management or do you have capabilities in-house to maintain the content updates of your website?

- I will need help maintaining the site content and making site updates regularly
- I would like to learn more about a content management system that would allow me to update the site on my own
- I have the capabilities in-house to edit the html coding and graphics and do not need assistance with this

## Who You Are Page

This page is a summary of your business. You may find this content on your existing brochures. It is an introduction to encourage the reader to make a decision to stay on your site.

Button

Examples: Home, About Us, Introduction, History, Our Business, Welcome

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page.

Yes. I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created.

Additional fees may apply if you require custom writing.

Example: Our team at Healthy Harvest is striving our hardest to offer you the highest quality products and best service around. Our selection of all natural Vitamins, Herbs, Lotions, Toothpastes, Protein Shakes, Skin Care, Teas, and several more great products are in stock every day. Come visit us to learn about our products and we can easily point you in the right direction based on what suits your needs. We also carry Gluten Free Products. Some of our products we carry include: Namaste', Gluten Free Kitchen, Enjoy Life, Pamela's, Kinnikinnick, Sami's Breads, Black Wing Buffalo Burgers, Now, Solaray, Nature's Plus, Deland Breads, The Buffalo Guys, Bell & Evans Chicken, Solgar, Shiloh Farms, Nature's Way, KAL and much, much more... We thank you for choosing Healthy Harvest, and we appreciate your business!

## What You Do Page

This page is an explanation of what your business provides for your customers. Make sure you list everything you do.

Button

Examples: Services, Products, Stone Work, Landscaping, Retail, Advertising, Flooring, Home Improvement

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)*

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Example: Does a hand-laid cobblestone walkway leading up to a beautiful natural stone entrance sound exciting to you? Or maybe you want to have a custom-designed brick paver patio. Whatever your stonework needs are, E-Z Way Lawn Service can provide the service to fit your needs. A dedication to quality and unmatched creativity will help bring the hardscape of your dreams to reality. Our mission is to always make your outdoors a place you'll love spending time in.

Hardscape Services include:

- Retaining Walls
  - Patios
  - Walkways
  - Decorative Stonework
- Free Estimates Provided!

## What You Sell Page

This page is an explanation of what you offer your customers. Make sure you list all of the brands you sell and/or vendors you work with.

Button

Examples: Products, Menu, Classes, Information, Audio, Clothing, Electronics

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)*

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Yes.

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Example: A variety of upbeat and motivating classes are offered with highly qualified instructors, which run throughout the day. Class cards are offered to members as well as non-members. The Inner KUR has created an eclectic group of classes to provide something for everyone. As always, you are encouraged to try something new. These classes include:

- \* Tai Chi
- \* Pilates
- \* Yoga
- \* Kickboxing
- \* Mommy & Me
- \* Outdoor Fitness Activities
- \* Dance
- \* Core Strengthen

## How You Do It Page

This page is an explanation of what you have done for your customers. This can be a few pictures of before and after work, work completed, or step-by-step process on how it's done.

Button

Examples: Gallery, Projects, The Shop, The Garage, The Restaurant, Our Team, The Facility, Portfolio

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page.

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Example: Here are a few projects that will show you some of our capabilities. You may click on a picture to view them individually. Also, once you are in the projects gallery, you may move your mouse pointer to the right or left to browse through pictures with detailed descriptions. Keep checking back with us for more creative machine work. Enjoy the show!

Below is a list of our machinery and precision measuring equipment. We take pride in showing you our capabilities so you have a better understanding of how we turn your project into a quality finished product.

We also have many other general support machines such as Surface Grinders, Bridgeport Milling Machines, Bench Grinders, Manual Lathes, etc. We use Cadkey Computer Aided Design Software.



## Where You Are Page

This page is dedicated to your location and other vital information which includes hours of operation along with what you accept for payment. Provide all of your contact information (if different from above) along with your new email addresses. If needed, add any special instructions to get to your business if you share a facility or are in a complex.

Button

Examples: Directions, Contact Us, Visit Us, Location

Content

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Example: We are conveniently located in beautiful West Hartford Center across from Starbucks Coffee. Our Boutique and Salon are in the Coldwell Banker Building. We share the Curves for Women entrance and our business is on the second floor towards the rear.

Fab'Rik Teen Consignment Boutique  
36 LaSalle Rd. (Second Floor Salon Loft)  
West Hartford, CT. 06107  
860-232-TEEN

service@fabrik-kur.com  
info@fabrik-kur.com  
karen@fabrik-kur.com  
ashley@fabrik-kur.com

## Generic Page Worksheet

Use this worksheet for any additional pages needed for your website that are not included with the previous worksheets. Make as many copies of this sheet as necessary.

Button

Examples: Frequently Asked Questions, Testimonials, Calendar, Portfolio, Useful Links

Content

*(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)*

Indicate here if you would like to hire custom writing on this page.

Yes.

I need to hire custom writing.

If you checked "Yes" above, then please specify (in the box to the right) a basic idea or outline of the "Content" to be created.

Additional fees may apply if you require custom writing.

## Final Checklist and Delivering Your Content

When you have completed these worksheets, the next step is to send us everything you have for your site. You may deliver your worksheets and content easily by faxing your worksheets to: 888-930-3329. Then simply email your content and required photos, logos or any other necessary documents to us. When sending files electronically, create one email for each page and attach the photos, art, logos, and page text content for that page. You may send your text as MS Word documents. A typical web site page will be no more than a single 8.5x11" Word page. (to give you an idea on the length of text)

### Have you completed all the following?

- Completed this Website Planning Worksheet
- Gathered all photos, logos, artwork
- Page content text has been saved as individual files (MS Word format), using the page title for the filename (one doc per website page).
- Email each page with attached photos and artwork (if applicable), one page per email message, to: files@weborizon.com

### Sending Files Electronically:

Email: files@weborizon.com

Create a separate email message for each page of your site

Attach all necessary photos, logos, art, and text content to that email message

### Sending Files via Postal Mail:

WEBORIZON  
PO Box 283  
Franklin Springs, GA 30662