

Web Design Planner Form

Your name:

Your email address:

Have you registered a domain name?

Yes

Please specify URL:

No

Although you are free to use any domain registrant you choose, we can register a domain for \$15.00 per year.

Do you have Web hosting?

Yes

Please specify host:

No

We can host most sites for \$75.00 per year.

What is the purpose of your Website?

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?

Who is your target audience?

Things to think about: Who are they? What is their gender? What is their occupation? How old are they? What kind of information are they looking for on your site? What sort of "look" would they be attracted to?

Logo

Do you have a logo you would like used on your Website?

Yes No

No, but I am interested in having one designed

Choose a 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 and purple and black.


If you are unsure about colors, we can help you choose. We also design logos and provide corporate branding services.

 Websites you like and those you don't.

Spend time browsing the Internet and look at some of the [sites](#) we have designed to see if anything catches your eye.


Take note of the Websites that appeal to you. What is it you like about them? The layout? The colors? The navigation? The fonts?

Below, list several Websites that you really like and describe what you like about them and/or which features you would like to have implemented into your Website:

 Website(s) in which you like the layout of the page:

The page layout refers to the placement of items throughout the page.

Comments:

 Website(s) where you like the navigation of the page (buttons/links):

They usually done as graphics and are either across the top of the page or vertically on the side of the page (usually the left side). Do you prefer pages that are left-justified, or pages that are centered?


Comments:




Do you want your navigation buttons to change when the mouse rolls over them?

Yes

No

Don't know

 Website(s) where you like the color combinations:

	<input type="text" value="http://"/> Comments:	
	Website(s) where you like the fonts used:	
	<p>We recommend using Web-safe fonts such as Arial or Verdana. They are fonts which are easy to read and are found on every computer. However, other fonts can be used for headings and subheadings. Make the site viewer friendly.</p> <input type="text" value="http://"/> <input type="text" value="http://"/> <input type="text" value="http://"/> Comments:	
	What you DO NOT like:	
	<p>List one or two Websites that you really dislike and describe what you don't like about them or which features you would NOT want implemented into your Website:</p> <input type="text" value="http://"/> <input type="text" value="http://"/> Comments:	
	Determine how many pages you would like to start. More pages can be added in the future. Note: we require a minimum of three pages, unless you are requesting an inBiz site.	
	Approximate number of pages:	
	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Home Page - the first page of your Website and is mandatory. It is also known as an index page. It should clearly state what your Website is about. It sometimes includes a mission statement and contains links to your inner pages. This page is your most valuable page, as it is the window to your Website and will be the first impression that your visitors will have of you and your business. <p>Inner Pages - here is a listing of some of the most popular inner pages. Check which pages you want for your site. You may add additional pages to meet your needs:</p> <ul style="list-style-type: none"> <input type="checkbox"/> About Us Page - provides information about you and/or your company. It may include your credentials or your resume. You may also want to include your picture. <input type="checkbox"/> Resources (Links) Page - contains a listing of links and resources that are relevant to your Website and may be of interest to your visitors. <input type="checkbox"/> Services and/or Rates Page - gives a listing of your services or products and can also list your rates and prices. <input type="checkbox"/> Contact Us Page - contains information on how to reach you. Often has a form for your visitors to fill out. It may list your address, phone number, fax number and email address. (Note: we recommend encoding your email address to protect it from spamming.) <input type="checkbox"/> Testimonials Page - may contain letters of recommendation or testimonials your 	

	<p>customers have written.</p> <p><input type="checkbox"/> Policy Page - provides a definition of how you intend to use information collected from visitors to your site.</p> <p><input type="checkbox"/> Site Map - provides site navigation and a detailed layout of your Website.</p> <p><input type="checkbox"/> Other:</p> <p><input type="checkbox"/> Other:</p> <p><input type="checkbox"/> Other:</p> <p><input type="checkbox"/> Other:</p> <p><input type="checkbox"/> Other:</p>	
●	Don't forget the search engines (SEO).	
	<p>What is the #1 key word or phrase that you think people would use to find your site on the search engines?</p> <p>List additional key words and phrases:</p> <p>We imbed the key words during the Web design, but the actual search engine submissions performed and priced separately after completion of the Website.</p>	
●	Who is going to write the copy for your Website?	
	<p>Will you be using our copywriting services? Note: copywriting services are flexible. You can choose to only have one page written or several. You could even choose to write your own page and have our copywriter fine tune it.</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
●	Any other thoughts, comments or ideas:	
	<p>Do you want a Flash movie added to your Website?</p> <p>(extra cost above the normal page rate)</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p> <p>Do you need a shopping cart?</p> <p>(extra cost above the normal page rate)</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	