

The Web Site Planning Worksheet

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This Worksheet provides a detailed blueprint from which both you and NS Computing can work during all phases of the web site design process. This fill-in-the-blanks sheet combined with the [WEB SITE DESIGN CONTRACT](#), and the [WEB SITE QUOTE](#), will provide all the needed information to complete your web site successfully, short of the client-supplied raw data files.

We recommend that you review and complete this sheet as best as possible. Any questions you may have will be addressed and resolved at the first Planning Meeting. Realize that the better you can define the specifications of the web site which you envision the more quickly and easily it will become a reality. There's no getting around it - the complete and detailed specification must be given sooner or later. If not given now then it will take longer and cost more for it to become a reality. When finished you should print it out then click the submit button. Submitting it will give a NS Computing's web designer a chance to review it, while a printed copy will give you a chance to add notes and questions to it. That way we will both be well prepared to have our Planning Meeting. After we discuss your web site in detail this finalized worksheet and our [WEB SITE DESIGN CONTRACT](#) will need to be completed and signed before work on the web site continues.

Contact Information

Your Name:

Phone:

Company:

Fax:

Title:

E-mail:

Address:

Additional Contact Information:

City:

State:

Zip Code:

Marketing Information

Do you have a current business plan ?

Do you have a marketing plan for your Web Site ?

Project Scope

Personal or business site ?

For Internet, Intranet or Extranet use ?

New site design or a site makeover ?

Your domain Name (if applicable) :

What is the purpose of your Web Site ?

Examples:

To gain a favorable impression of the Company or organization.

To develop a qualified list of prospects.

To sell products directly taking credit card information over Internet.

To make available product information and price lists to customers or distributors, etc

Identify your target audience

Consider: age range, computer and technical proficiency, education, ethnic background, gender mix, income, language, marital status, professions, social attitudes, etc.

Please list the URL (addresses) of some sample Web sites that you like :

What is your approximate budget or budget range for this project?
(this will help us determine if your budget can accommodate the features you desire or if the project should be done in phases)

What is your approximate annual budget for other site expenses, such as hosting and updates?

What is your desired completion date:

Please describe the overall impression you want to leave with your visitors, e.g. high quality merchandise, elegance, sense of humor/fun, professional, knowledgeable, etc

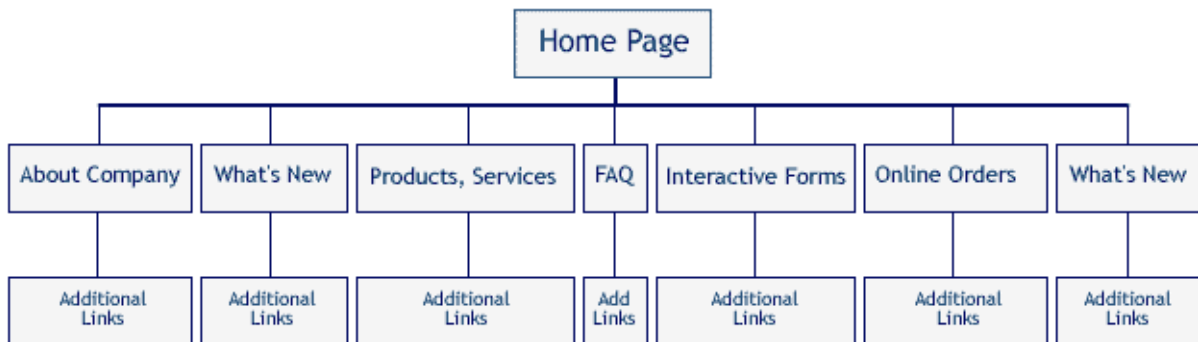
Others ideas you have for your site:

Organize The Layout

The next step is to create an outline of the information your site will contain. Basically, identify what topics you want to cover and what you want to say about each one. Identify all the content information and resources you will need to collect or have created to achieve the goals you have set for your Web page. Depending on the purpose of your site, this would include, but not be limited to: text or ad copy, photos, logos and graphics, your color preferences, etc. If you do not know how to answer a question or would like assistance in making a decision, please indicate so under the appropriate response and NS Computing will contact you to discuss it.

Site Layout: Each Web site consists of a main page (a.k.a. home page), possibly link pages and a navigation system to connect them. The number of pages needed is not only determined by how the information should be logically organized, but also by file size. Too many or too large graphics or photos, animation, sound, and special effects all add to the file size and may need to be split up into more web pages. NS Computing will analyze and organize the data that you provide into an appealing, logical and easy-to-navigate design. Please provide us with all the raw data you want included on the site. Incomplete information often results in higher costs.

Typical Business Site Flow



Please check all the “sections” that you feel you would like on your site (pages may have different titles and there may be more than one page to a “section.”)

- Company Profile
- Company Policies
- Map/directions
- What's new
- Newsletter
- Photo Gallery

- Products, Services
- FAQ (Frequently Asked Questions)
- Links (to other sites: our policy is to code so a new browser window opens, allowing the user to stay on your site in the original window)

Interactive response/order forms - indicate all that apply:

- Guest book for visitors to record comments
- Request for information form
- Interactive message forum(s)
- Chat room(s)
- Survey of customer preferences (polls)
- Online order form to receive credit card information or other sensitive information (not the same as a full-featured shopping cart)

Additional site features desired:

- Flash animation
- Banner ad program
- Site search engine (suitable for large sites)
- Shopping Cart (requires an additional worksheet which will be forwarded to you)
- Other, please specify:

Page Elements - Details

- Use current company logo:
- Use photo or drawing of our product:
- We need a header or logo created from scratch:

Color

Chosen web site colors must be selected from the 216 available non-dithering "web safe" colors. You can utilize the [COLOR CHART](#) to locate the needed HEX numbers to be filled in below. (We can discuss color selection and usage during our Planning Meeting.)

| | |
|------------------------------|--|
| Background Color | <input style="width: 95%; height: 15px;" type="text"/> |
| Body Text (Foreground) Color | <input style="width: 95%; height: 15px;" type="text"/> |
| Headline Text Color | <input style="width: 95%; height: 15px;" type="text"/> |
| Link Color | <input style="width: 95%; height: 15px;" type="text"/> |
| Active Link Color | <input style="width: 95%; height: 15px;" type="text"/> |
| | <input style="width: 95%; height: 15px;" type="text"/> |

Visited Link Color

Fonts

Although any font type can be specified and utilized in web design, it is a practice that needs to be done with care and forethought. The problem is that in order for someone to see the chosen font, they must have it installed on their system. One way around this is to convert a font into a graphic. The problem with this approach is that graphics take much more time to download and display than text, therefore this method should be reserved for headings only. For the body text, we highly recommend using generic font families or specifying a font style such as Serif, Sans Serif or Monotype. If you need a specific font that we don't have in our library, you will need to supply us with the TrueType format of that font.

Check all of the desired fonts (we'll discuss their usage during our Planning Meeting):

Serif (Times Roman)

Sans Serif (**Helvetica, Arial**)

Monotype (**Courier, Typewriter**)

Other, please specify:

Text

Do you plan to write your own text ?

If yes:

The typical amount of text on each page averages 400 words. The text for each page should be in a separate file with the title and page name (home, contents, etc.) at the top of the file to identify it. (A more convenient reference number for each web page may be assigned to it at the Planning Meeting.) Plain ASCII text is preferred file format. If you use a word processing program you can designate bold, italic and underline within your text. We can accept files from many word processing programs, but it may be necessary to apply a file conversion fee.

Our hourly OCR rate would be applied to any text received on printed A4 sheets of paper. Our hourly Data Entry rate would be applied to any handwritten text pages. Correct spelling, grammar and English usage are the responsibility of the client though we'll do our best to recommend corrections. Our computer automatically does Spell Check. Copy-editing can be done at the hourly rate, but is not included. Files can also be sent via email. Check the media type(s) and file format(s) that you will be using.

Media Type:

Diskette :

Zip Disk :

CD-ROM :

Email (send to: webdesign@melwestmarket.com) :

Printed Text (A4 paper) :

Handwritten Text :

File Format:

MS Word :

WordPerfect :

ASCII Text :

Other :

Photos/Images:

Graphics should be properly sized, optimized and submitted in the GIF or JPEG file formats. Graphics requiring sizing, optimization or file conversion will be billed at the appropriate hourly rates.

Do you want photos, drawings or clipart on your site:

If YES, how many of each ?

Photos :

Drawings :

Clipart :

Will you be providing them ?

If you will be providing them, are they already on disk?

If on disk, what file format are they in ?

Will the graphics we create be used for Web use only ?

Search Engine Keywords:

It is highly desirable to always get your web site listed on the first page of search results from any search engine so that the user will be most inclined to go to your site. But to accomplish this is very difficult since everyone is trying to do it. To increase your chances of getting on the first page you need to have as few keywords as possible which uniquely describe your site. Example keywords for this page: Web Site Design, Specifications, Worksheet, Design Help, design fill-in-the-form, etc.

List at least six (6) and preferably not more than thirty (30) keywords which identify and define the general field and the uniqueness of your web site. (We can discuss keyword selection in greater detail during our Planning Meeting.)

Hosting

When you purchase your own domain you also need a place for Web site to reside. This place is called a server. If you have the resources to have your own IT department, complete with your own dedicated server, you will not need a Web site hosting provider. If you do not have your own server, you will need to buy space for your site. Whether you already have server space or not, it will have to meet certain specifications and the provider will have to allow us access to it.

Do you currently have server space for your site?

If YES, what is the URL (site address) of the provider and which plan do you have?

If you do not currently have a provider, would you like a quote for appropriate server space to be included in our quote?

If you do currently have a Web site, can you or your host company provide us with the traffic statistics?

How many e-mail accounts do you need?
(e.g. name1@yourcompany.com, name2@yourcompany.com)

NOTE:

NS Computing can provide a number of recommendations for Web site hosts (not to be confused with your ISP who provides your Dial-up or Cable Internet connection service). If you choose to research this yourself, shop carefully for a provider. If you choose to host your site with another provider, their server must meet certain specifications, and they must be willing to provide us with access to upload files. Always check with NS Computing before committing to server space that we would be loading your site to.

Promotion

The number one reason people use the Web is to find information. Whether you have a business site or a page for your baby's picture, you will want your pages to be accessible, and though we are not a marketing firm, NS Computing will advise you in the best ways to promote your site. This basic information is a FREE service that comes with your Web design package. NS Computing does not offer PR services, and we do not guarantee top search engine listings. We will code your site using the current recommended methods for search engine indexing optimization. We also offer tracking of search engine rankings, and you will receive free monthly reports during the initial 3-month FREE warranty period.

Monthly Maintenance Plan

When a site is submitted to a search engine, they first scan your site to retrieve information about it. This information is later built into their enormous indexes so that searchers can retrieve the information. The search engines may revisit your site every month or two to update their information, but pages can disappear from search engines. If a scan doesn't find your page just once when a search engine tries to revisit, the page is dropped. This can happen any time the server is down for maintenance or the networks are very slow, for example. When you contract a Monthly Maintenance Plan with NS Computing, we will revisit the search engines monthly to check your listings. If they have disappeared, we will resubmit them. If they are not at satisfactory levels, we will submit recommendations to you for improvement. After putting time, effort and money into your Web site, you'll want people to easily find your site and visitors to have a pleasurable experience so they will come back. NS Computing can help ensure this with not only a great design, but through our Monthly Maintenance Plan.

This service is included in your FREE 3 month warranty, but can be purchased after the warranty period for a reasonable monthly fee.

Updates

Once visitors find your site, you'll want them to come back. If you want your site to have lasting value, the content and perhaps even design, should be updated periodically. If the information on your site becomes static, people will not visit it, and your site will die. NS Computing offers a price-protection guarantee that will allow updates to your site on an as-needed basis or on a regular, more frequent basis, depending on your needs, without worrying about our fees increasing. You will receive our current hourly rate for the entire length of the contract! Once you have approved the final draft of your site design and content, any changes beyond necessary functional changes made to meet the original specifications will incur an additional charge. Update pricing is based on our current hourly rate, which can be changed without notice, but contracting for even occasional updates will reduce your costs and protect you against price increases for the length of the contract.

Are you interested in contracting NS Computing for site updates?

How often will your site require updating?

How extensive would the updates be?

Computer and Internet skills

Please describe your level of expertise using a computer and the Internet

A large, empty rectangular box with a thin black border, intended for the user to describe their level of expertise using a computer and the Internet.

If you have comments, questions, additional information or need features not covered in this worksheet, please feel free to submit them.

When finished, please print this form out then click the submit button!

Thank you for taking the time to fill out this worksheet. You have just taken the first step to a Great Web Page!