

Web Design Planning Worksheet

This worksheet is designed to enhance communication between client (you) and designer (me). It helps me get a better idea of your vision for the site, ensures your website design meets your expectations and enables me to provide an accurate price quote. Fill it out as best you can, and feel free to contact me (nick.schaidler@gmail.com) if you have any questions!

-Nick

1. Basic Info

Organization Name

Contact Name

Phone Number

Email Address

Mailing Address

City, State, Zip

2. Purpose

What is the overall goal of your website? What do you hope to achieve?

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Check any of the following goals that apply to your website. Leave those blank which do not apply.

- To gain a favorable impression of the organization
- To develop a targeted list of prospects who can later be approached about buying, donating, etc
- To sell products directly, taking credit card information over the internet.
- To make available product information and price lists.
- To strengthen brand identification of my organization within its field.
- Other

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2. Purpose (cont.)

Describe the target audience for your website.

What is the primary action you'd like your visitors to take while on your site?
(contact you, order products, sign up for newsletters, etc.)

3. Overview

Briefly describe your organization.

Make a list of keywords that describe your organization.

Describe what makes your organization unique.

List a few of your main competitors.

4. Site Details

Do you have a registered domain name? ___Yes ___No

Domain Name / Desired Domain Name:

Do you have web hosting for your site? ___Yes ___No

Please list the sections and pages you want to include
(Welcome, About Us, Contact, etc.)

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Given the sections and pages listed, how many pages will your site require?

..... 1-10 11-15 16-30 31-50 Over 50

5. Content

Do you have a logo for your site/organization? ___Yes ___No ___ No, but I'd like one.

Will you be providing written content for the site? ___Yes ___No
(nicholas schaidler creative subcontracts large copywriting jobs)

How often do you intend to update the site?

What type of content will you be updating?

What sort of graphics will you want included in your design?

..... Photos you supply

..... Stock photos/graphics

..... Contract photography (nick schaidler creative)

..... Other:

What other content will you be providing? Please describe.
(digitizing physical media will be billed at hourly rate)

..... Audio:

..... Video:

..... Documents:

..... Other:

We can provide several additional services to make your website more appealing and useful to your visitors. Feel free to inquire about anything not listed here.

- HTML5 audio, video, etc.
- Blog design and setup
- HTML Email Marketing
- E-commerce/shopping cart
- Other:
- Photo gallery (large scale, 50+ photos)
- Content management system (CMS)
- Identity/branding (logos, stationary, etc.)
- Advertising setup / Adsense

Do you have any trademarks, service marks, or disclaimers?

Yes:

May we include an unobtrusive “designed by” link at the bottom of your site?

___ Yes ___ No

6. Web Style Preference

It is important that we understand the style you are wishing to portray on your website. List sites that you like some aspect of. With each, give an explanation.

URL:

What you like:

URL:

What you like:

URL:

What you like:

URL:

What you like:

Please indicate any specific colors you would like to be utilized in your site’s design.

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7. Other Information

Target launch date:

What is your budget for this project?

Please include any additional information below.

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That's it.

Just send this form back to nick.schaidler@gmail.com to get started right away!