



Website Planning Document

This document is intended to assist you in planning your website as well as help communicate your needs and goals to us. Please complete it to the best of your ability; we will use this document as a jumping-off point for further consultation and planning.

General Information

Company: _____
Contact: _____
Contact Phone: _____
Contact Email: _____

Describe who you are and what you do:

What are your major product/service offerings?

Who is your target market (age, gender, ethnicity, background, income bracket, geography, etc)?

Who are your competitors?

Brand Positioning

What makes you different from your competitors?

Which one of the following best describes your brand's underlying motivation/desire?

- Leave a mark on the world / build a legacy Provide structure/stability to the world
 Make the world a better place (the way things **should** be, not as they are) Connect with others

The primary desire of the majority of my clients/customers is (select one):

- Safety Understanding/Knowledge Freedom/Discovery Liberation/Revolution Transformation
 Mastery Intimacy/Relationship Enjoyment/Fun Belonging Service Control Innovation

Optional: Take the online Brand Personality Quiz at brandpersonalityquiz.com (takes approximately 10 mins) and write your results here:

1. _____ 2. _____ 3. _____

Goals

What are your goals for your website?

- Selling products / services online Lead Generation
 Event Booking Listings / Classifieds
 Membership site (free) Accept Donations
 Membership site (paid) Online Marketing (Customer Database/Email Campaigns)

Other (describe): _____

Who do you want to visit your website? Identify three groups of people that fall within your target market:

Group	What is their purpose for being on your site?	What action do you want them to take on your site?
_____	_____	_____
_____	_____	_____
_____	_____	_____

Pages & Content

Standard pages are listed below and will be included, unless deemed unnecessary. **Please list any other pages you would like your website to have.** Include any subpages that fall underneath a general page. If there is something specific you are wanting on a page, please give a brief overview. Attach extra sheets if necessary. This is just to get you thinking; you don't have to have it all figured out yet!

Standard Pages:

Home
 About
 Services
 Products
 Contact
 Privacy Policy
 Terms & Conditions

Additional Pages:

Examples:

HOME PAGE:

- Slideshow that features 4 product images
- Section for announcements
- Latest blog post
- Form/call to action

ABOUT PAGE:

- Photo of CEO and short bio
- Mission Statement
- Testimonials rotating in sidebar

Functionality

Functionality can be integrated into your website using modules / plugins. Please indicate which modules you will require.

<input type="checkbox"/> E-Commerce (selling online)	<input type="checkbox"/> Event Calendar	<input type="checkbox"/> Event Bookings
<input type="checkbox"/> Email Marketing	<input type="checkbox"/> Blogs / RSS	<input type="checkbox"/> Secure Zones / Membership Areas
<input type="checkbox"/> Announcements	<input type="checkbox"/> Frequently Asked Questions	<input type="checkbox"/> Photo Galleries
<input type="checkbox"/> Video Galleries	<input type="checkbox"/> Discussion Forums	<input type="checkbox"/> Payment Collection
<input type="checkbox"/> Slideshow	<input type="checkbox"/> Social Media Integration	<input type="checkbox"/> Web Forms

Describe any other functionality you would like your website to have:

Design

What three words should describe the tone of your site? (e.g. conservative / friendly / fun / sophisticated / minimalist / exciting, etc.)

Do you have colors that should be used? Please list any specific values (CMYK / RGB / Pantone):

Are there any colors that should be avoided?

Please list three websites that you like and would like to use as inspiration for your own. Describe what you like about them.

1. http:// _____

2. http:// _____

3. http:// _____

Do you have high quality images that can be used on your website? Yes No

Optional: Look for some "royalty-free" stock photo images that would be appropriate for the design you want. Popular stock photo sites are:

- <http://istockphoto.com>
- <http://dreamstime.com>
- <http://depositphotos.com>
- <http://corbisimages.com> (higher price bracket)
- <http://gettyimages.com> (higher price bracket)

*Note: each stock photo has a unique file name/number. Make sure to note this number as well as the website it came from, in case we need to find the image again.

Domain

Do you already have a domain name? No Yes, it is: _____

If YES, who is your domain registrar? (e.g. GoDaddy, Register.com) _____

Note: we will need the username and password you use to access your domain management account.

If NO, do you have an idea of what you would like it to be? _____

If your desired domain name is not available, we will assist you in finding one that is appropriate.

Hosting

Do you already have a website host? ___No ___Yes

If YES, who is your host? (e.g. GoDaddy, Register.com) _____

Note: we will need the username and password you use to access your hosting account.

Email

Do you already have email accounts using your domain name? ___No ___Yes

If YES, who is your email provider? _____

If NO, how many email accounts will you need? Please list them below.

Additional Services

Please indicate if you are interested in any of the following services. Each of these are provided at an additional cost.

COPYWRITING

___Yes ___No ___Maybe

Includes keyword and market research to create copy that is customer-centered and search engine friendly.

EMAIL MARKETING

___Yes ___No ___Maybe

We will provide a custom email template that matches your website branding. We can set up and send email campaigns.

IMAGE PROCESSING

___Yes ___No ___Maybe

Large number of photos that need to be retouched or processed for optimal web display.

SEARCHABLE DATABASES

Yes **No** **Maybe**

Examples of web applications using a searchable database would be real estate listings or classified ads.

SEARCH ENGINE OPTIMIZATION (SEO)

Yes **No** **Maybe**

Ongoing process of increasing your chances of being found on search engines.
(Typically a 6-12 month commitment of at least \$500/month)

SOCIAL MEDIA MARKETING (SMM)

Yes **No** **Maybe**

Developing a focused strategy for using various social media outlets to increase your reach (Facebook, Twitter, LinkedIn, Pinterest, Youtube, Instagram, etc).

MAINTENANCE

Yes **No** **Maybe**

Would you like to sign up for a monthly maintenance package? Includes minor system/plugin upgrades and updates requested to your site.

PHOTOGRAPHY

Yes **No** **Maybe**

Professional photography provides you with unique images for your website.

LOGO DESIGN

Yes **No** **Maybe**

Professional logo design or redesign for your brand.

All done!

Please leave additional notes (information, requirements, comments, or questions) below: