

## THE DESIGN TEAM



Creating a Website is a complex task, and requires a lot of effort from both the designer and the client. While the designer has the task of putting all the information together in a way that will be most appealing and accessible to the prospective customer, the “owner” of the page must let the designer know exactly what that page needs to accomplish. They need to furnish the information that is needed for the site, including any photographs that could appear in it. We have set out what information is needed before the page is launched on the Internet. You will need to provide this information on a separate sheet of paper, or in an electronic document.

1. What do you want your website to do for you? A website may be for personal or business use. Whatever its use, you should know the purpose of the site before planning the layout and design. Should it to supply information, sell something, or advertise a service?
2. Describe in 10 words or less, what your company does, or what it represents. This will be used to create a “Title” for your page. This won’t appear within the page; rather it will appear at the top of the page, in the title bar, next to the name of the browser being used.
3. What, specifically, sets your company apart from all the other companies on the Internet which provide similar services/sell similar products/do similar things? In other words, why should someone want to look at *your* site? Put this as simply and concisely as possible. This will be used toward the top of your page to entice browsers to stay around and become customers.
4. Do you have a domain name registered? Domain name registration fees run from \$9 upwards. Some companies offer discounts if you purchase the domain for 2 years or more. If you do not have a name already registered, you should make a list of names that seem appropriate. If you want a dot-com (.com) address, you may have to become very creative. Most of the more common names are taken in that category. You should strive to find a name that has meaning and is easy to remember. If you already have a domain name registered, you should make a note of with whom and where it is currently hosted.
5. Do you know what you want your website to look like? If you know of a few websites you like the looks of, write down their web addresses (URLs) to refer to. While we don't want to copy anyone else's ideas, sometimes it is easier for us to get an idea of what our client has in mind when we can see what they like in other sites.
6. Do you currently have a logo for your company, or will you need to have one designed for you?
  - \_\_\_ a. Have Logo
  - \_\_\_ b. Need a Logo designed
  - \_\_\_ c. Don't want to use a Logo
7. What kind of color scheme do you want for your site? Colors play a very important part in how the site is perceived. Too many colors can be distracting, where too few can feel lacking and lifeless. Staying with a 2 - 4 color scheme seems to work best.
8. Will your site be offering items for sale over the Internet?  Yes  No
9. If you answered yes to the question above, what sort of subjects would you like to have listed? Would you like to have these subjects broken down into categories, and if so, what would these categories be? Please provide this information in outline form.
10. Write down every word or phrase that might apply to your company. The purpose of this is to help potential customers find your website. In other words, if you were to go on the Internet and look

for a company that does what yours does, what words or phrases would you be likely to type in the Search Engines? The more of these you can come up with the better. These will actually be used (entered in with the coding of your site, and integrated into the copy on your page) to help people locate your site.

11. Would you like to have a “Feedback Form” included in your site, giving people the opportunity to tell you what they are interested in, in addition to an email response button?

Yes  No

12. Would any other forms be useful on your site? What question would you like to ask your potential client? Would you like a database to retain the answers to these questions for your records?

Yes  No

13. Do you want to have an “auto-responder” put on your site? This will allow your page to have an almost immediate response to email that will come to your site.

Yes  No

14. Are there any “complementary sites” on the Internet that you would like to provide links to in your site? If yes, enter in their “URLs”, or web addresses on a separate sheet of paper. Do you know of other websites that would like to put links to your site on theirs? This will help your ratings on the search engines.

11. How many pages do you want on your web site? Most sites contain, at minimum, the first or home page, a contacts page, and at least one more page with further information about you/your company. If products are offered for sale on the site, there will be, at minimum a page showing what is for sale, a page showing items in the "shopping cart", a page for gathering billing, shipping, and payment information, and a totals page. This can give you an idea of what to consider when planning your site. Again, looking at other sites that appeal to you which offer similar products/services as you may give you an idea of the direction you wish to go with your site.

12. Keeping in mind that a very small percentage of people scroll down past the first screen of a Website they are visiting for the first time, (some estimates put that number at 7%), what would you like to appear in that first screen? What best represents you and/or your company? Why should they want to look further into it?

13. Will your site, for the most part, be remaining the same, or will you want to update it, add to it, or otherwise be making changes to it on a regular basis? If you want changes to be made, please ask about our options for maintaining your website.

After completion of your site, we provide 30 days of free site maintenance for minor revisions. These include changing links, contact information, and text changes up to one paragraph. After the initial 30 days, site maintenance is available at 1 per-hour rate. If you are comfortable working in HTML and other web programming languages, you may wish to maintain your site yourself. Be aware, however, that the free maintenance offer does NOT cover fixing errors caused by the client.

Thank you for giving us the opportunity to work with you.