

WEBatWORK

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Thank you for considering Web at Work for your project.

Please complete this Project Planner so that we can determine how the unique aspects of your project align with our capabilities and availability. We realize it's quite a bit to ask of you up front, but our clients often tell us it's a worthwhile exercise.

This is not a test and there are no wrong answers! We look forward to answering any and all questions as they arise.

When you're finished, save the document using a naming convention that includes your company name (for example: webatwork.doc) attach the document to an email and send it to Admin@webatwrk.com. Please allow up to two weeks for a response. If your need is urgent, indicate such in the heading of your email message and we will make every effort to respond within 2 business days.

Enjoy the following!

The Web at Work Team



Your website promotes your business. How do you plan to promote your website?



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WEBSITE DESIGN GUIDE

1 Contact Information

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Primay Point of Contact

First Name: _____ Last Name: _____

Primary Email Address: _____

Secondary Email Address: _____

Direct Phone #: _____ Alternate Phone #: _____

Fax #: _____

2 Company Information

Briefly describe your core business: _____

_____ ●

Briefly describe the products/services our company offers: _____ ●

_____ ●

What is your mission/statement? _____ ●

_____ ●

What is your vision statement? _____ ●

_____ ●

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3 Describe your target audience. . .who are your customers?

Describe your client or target audience _____

What is your company's scope?

- Local Regional National International World Wide Domination

Further clarify your target demographic. [age, gender, size of business, business to business, business to customer]: _____

Who are your two primary competitors? _____

What do you offer that your competitors do not? What gives you a competitive edge? (We know you are better!) _____

4 Website Objectives. . .why have a website?

What do you want your site to accomplish?

- | | |
|-------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Demonstrate credibility/competence | <input type="checkbox"/> Share information with visitors |
| <input type="checkbox"/> Improve company/brand awareness | <input type="checkbox"/> Act as a marketing tool |
| <input type="checkbox"/> Increase product/service sales | <input type="checkbox"/> Sell products/online sales |
| <input type="checkbox"/> Provide entertainment value | |



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What is the message or emotion you want your website to convey to your audience? _____

5 Graphic Design and Direction. . .the fun stuff

What color palettes do you prefer? (Picking color is difficult. If you don't know, don't worry!)

Does your company have a defined color palette? Can you provide it? _____

Do you have a logo? _____

If you don't have a logo, would you like us to design one? _____

Do you have a tagline, moto, phrase, favorite quote? If so, please provide it.

Do you plan to use any aspects of your site on other materials (e.g. printed brochures, t-shirts, multimedia/motion design)? Please specify: _____

Will you be provide photographs/graphics? Do you need for us to provide photographs? (Don't worry, we can provide royalty free images. Or, if you need a photographer, we have a referral if you don't!)

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6 Take a Tour of the Web. . .let's look at other websites

Provide URLs (website addresses) of three sites that you like.

http://www _____
http://www _____
http://www _____

Provide URLs (website addresses) of three competitor sites.

http://www _____
http://www _____
http://www _____

Provide URLs (website addresses) of three sites that are visually unappealing to you.

http://www _____
http://www _____
http://www _____

7 Site Content. . .the hard stuff

Start thinking about the different pages/sections that your website will require. As a first step, just think about the main pages. Don't worry about the submenus. (Here are some suggestions: home, products, services, about us, contact us, portfolio, gallery, support, jobs)

Complete attachment A

Who in your company will write your copy/content? _____

Will you need assistance from our professional writers? (We provide editing. . . we have a red pen and we know how to use it!) _____

Do you plan to have a newsletter or a blog? _____



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What do you plan to include in your website?

- | | |
|-----------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Ecommerce/Shopping Cart | <input type="checkbox"/> Password Protected Area |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Catalog |
| <input type="checkbox"/> Site Search Capability | <input type="checkbox"/> SSL Encrypted Area |
| <input type="checkbox"/> Live Customer/Tech Support | <input type="checkbox"/> Job Application Form |
| <input type="checkbox"/> Email Link | <input type="checkbox"/> Order Form |
| <input type="checkbox"/> Discussion Forums/Blog | <input type="checkbox"/> Member's Only Area |
| <input type="checkbox"/> Feedback/Contact Form | <input type="checkbox"/> Other |

8 Website Marketing through Social Networks. . .your website promotes your business, how do you plan to promote your website? (What comes first. . .the chicken or the egg?)

Would you like a Twitter or Facebook business site integrated with your website? _____

9 Email Marketing can grow your business.

Are you interested in our Email Marketing program? _____

* Our Web Analytics ensures that Search Engine ranking is continuously improved. This keeps traffic flowing to and through your site. Sound like a great idea?



ATTACHMENT A



