

Web Site Design Worksheet

Project Name:

1. My Business

In a paragraph, describe your business or service.

2. My Business Queries

What are the top five questions people ask you about your service?

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3. My Benefits

What makes your business or service unique? Why do people want to do business with you? What do you offer your clients?

4. My Web Site

In a single sentence, describe your web site?

5. My Site Objective

What does the creation of this site intend to do for my business? Generate revenue? Develop name recognition? Marketing for an on-line or offline product or service? Expand your market?

6. My Target Audience

Who is your target audience? Business to business? Business to consumer? Professionals? Teens? Athletes? Parents? Vegetarians?

7. My Competition

Who else is in my niche? List the web URLs or names of companies with similar business goals.

8. My Domain Name

What is my domain name? www.yourbusiness.com? Is it reserved? Have we registered it yet?

9. My Web Host

Who is going to host the site? Do you want your web designer to host? Do you want to purchase the equipment and host yourself?

10. My Features/Pages

Consider the following site features. Which pages/elements do I see on my site? Circle all that apply, and add others not on the list:

Welcome Page	About Us	Contact Us
Mission/Vision Statement	Benefits Overview	Service Overview
Member's Area	eLearning	On-Line Purchasing
Teleclasses	Webinars	Chat Room
Newsgroup	Online Catalog	Calendar of Events
Newsletters	Articles	Editorials
Software downloads	Music Downloads	Database
Animation	Flash	Site Map
Site Search	Awards	FAQs
Client Testimonials	Real Audio	Video/Multimedia
Autoresponders	Email Forms	Shopping Carts
Content Management	Dynamic Content	

11. My Budget

What is my budget for the site?

Initial Design:

Hosting:

Updates:

Hourly or Flat Fee?

12. My Marketing Strategy

What is my marketing strategy for the site? Search engines? Print integration? Phone solicitation? Television ads? Name recognition? Targeted emails? Newsletters?

13. My Content

Do I have content for the site? Will I write the content, or will I expect my designer to develop the content for me? What materials do I currently have/use that I could put onto my site?

14. My Logo

Do I currently have a corporate logo or image that I need my designer to incorporate into the site? Do I need my designer to create a logo for me?

15. My Graphics

Do I have photos that I want to incorporate into the site? Photo-realistic Art? Clip Art?

16. My Colors

What colors do I see on the site? What group of colors?

17. My Theme

What is the “mood” of the site? Fun? Classy? Feminine? Bright? Flashy? Professional? Soft? Corporate? Kids? Sports?

18. My Navigation

How do I want my visitors to navigate the site? Top navigation? Left side navigation?

19. My Pizazz

Do I want a Flash start page or to have a Flash enhanced site? Do I want background sounds? Do I want to have video clips? What cool things do I see on my site?

20. My Likes

Provide a list of web sites that you like. From a design perspective, what elements of these sites do I want on my site? What makes these sites stand out in your mind.

URL	Elements I Like

21. My Timeframe

When should the site be live? Firm date? Timeline?

22. My Updates

How often do I envision updates to my site? Daily? Weekly? Monthly?