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Website Planner

INFORMATION and OBJECTIVES

1. Do you currently have a budget for a web site?
 - (a) Design: \$ _____
 - (b) Domain Name Registration: \$ _____
 - (c) Site Hosting: \$ _____
 - (d) Site Maintenance: \$ _____

2. Who are your major competitors? Do they already have a web site?

Name: _____	Web Site URL address: _____
Name: _____	Web Site URL address: _____
Name: _____	Web Site URL address: _____

3. What are your reasons or objectives for getting a web site?
 - (a) sales
 - (b) marketing and advertising
 - (c) provide information and help to the community at large
 - (d) because a friend told me I should
 - (e) other

4. What results to you expect from your web site?
 - (a) More product and/or service sales.
 - (b) Better informed customers/clients.
 - (c) Recognition.
 - (d) Lots of money!

DEFINE TARGET MARKET

1. Who are the visitors you wish to attract? children? adults only? seniors? business people?
tourists? men? women? - both?

2. What is the catchment area for your business/organization or product sales?
(i.e., local region, countrywide, worldwide?)

3. Will you be requiring different language versions of your web site?

THE LOOK

1. It is generally common that the web site reflect your overall corporate and/or personal identity - or both. Do you have a preferred colour-scheme? Bright? Soft? Logo available?
2. Have you thought about how much information you would like to include on the web site?
 - (a) extensive - full descriptions about everything
 - (b) minimal - want people to call for more info
 - (c) lots of animation or music – tons of pictures.
 - (d) haven't a clue!
3. How much of this information do you already have, and in what formats? (i.e, printed flyers, printed catalogues, newsletters produced with MS Word, PDF's, annual reports, etc.)
4. Do you have the graphics used on your stationery, brochures, leaflets or other materials available?
5. What design style do you feel will be most appropriate. Make a list of any web sites you have seen that you particularly like (or dislike) so that you can discuss with your web designer.
Like? _____ Dislike? _____ Web site
URL/address: _____ Like? _____ Dislike? _____ Web site
URL/address: _____ Like? _____ Dislike? _____ Web site
URL/address: _____
6. Do you want lots of pictures? Contact Form? Special security? Animation? Site search engine? Sound or music to be included?

UPDATES, MAINTENANCE and OVERALL RESPONSIBILITY

1. Which parts of your site do you feel will need regular updating? (weekly news items? new products?) If you are not wishing special web promotions, news items and/or downloads on your site, you can ignore this question.
2. Who will be looking after the every day running of the web site (i.e., collection of e-mail, collecting updated information, liaising with different departments or suppliers, etc.)
 - (a) staff member
 - (b) myself
 - (c) not sure yet
3. Would you be interested in receiving training so that you will be able to maintain and update the web site yourself?
4. How often do you anticipate the renewal of the design and overall content of the web site will be necessary?
 - (a) quarterly if not more
 - (b) annually (once a year reviews are common practice)**
 - (c) depends on my company and how things go