



Web Site Planning Worksheet

Planning Phase

Purpose: The content and design of your web site should reflect both why you are creating it and how people will use it. Answering the following questions will help you focus on the message rather than the technology. Begin by focusing on the results you want your web site to achieve from your web site.

Does your organization have a standard logo?

Yes

No

If yes, please send Kee Concepts an electronic copy.

What is the primary purpose of the web site?

Example are: building name recognition, improving public access to information, continuing a current marketing strategy, creating a community, creating members-only access areas, etc.

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

___ To gain a **favorable impression** of the company or organization

___ To develop a qualified **list of prospects**

___ To **sell products directly** taking credit card information over the Internet

___ To encourage potential customers to **contact us by phone or mail** to consummate a sale

___ To make available **product information and price lists** to distributors

___ To make available **product information and price lists** to customers

___ To strengthen **brand identification**

___ Other _____

What is the name of your site? This may be used on every page. For example, the name of the Kee Concepts web site is Kee Concepts – A Web Design Company.

Site Name: _____

Select a domain name (i.e. www.kcwebdesignco.com)

It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (<http://www.networksolutions.com>)

Domain Name: _____ Desired Already Registered

A Kee Concepts representative will be happy to help you select a domain name that we assist you in meeting your long-term marketing goals.

Who is your target audience?

What type of information or services will they be looking for?

What are the long-term goals for this web site?

How are you going to measure the success of your web site?

What type of image do you want to project?

Examples are a high tech image, a youth oriented design for a specific target audience, or a more conservative image.

What type of information will be available to keep the web site fresh?

Examples, highlights, photo album, what's new section, etc.

What are the URL(s) of the related web sites?

It is important that your web site projects a unique and consistent image, one clearly different from your competitors.

Design Phase

Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the web page.

Your color preferences:

May we include a link at the bottom of the welcome page, which reads "Web site Designed by Kee Concepts"? (You are under no obligation to say yes.) ___ Yes ___ No

Navigation System

The navigation system on all our **Standard** Web site Package may include:

- **Links** from the front page and sectional pages to every page in the system to enable web search engines to "spider" and index content on every page.
- **Left-Side Menus** with text links/graphical buttons are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left-side color or patten, or black or dark over a light left-side color or pattern.
- **Text Navigation** located at the bottom of every page will allow user to have an additional way to navigate through the web site

Standard Page Elements

These are the important items, which appear on nearly every web page on your site

- Page titles which show at top of web browsers only
- Top of page graphic based on the design of the masthead graphic
- Page title in larger type. Heading Font Style: _____ (recommended Arial font family)
- Text: Body Font Style: _____ (recommend Arial font family)
- Standard company ID near bottom of page
- E-mail response link to the following e-mail address _____
- Copyright and trademark information small print at the bottom of the page. What registered trademarks, trademarks and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks?

Response Forms (not a part of standard package)

Would you like request forms?

- Guestbook for visitors to record comments
- Request for information
- Survey of customer preferences

Web Hosting Services

Kee Concepts is fully equip to offer our customers reliable web hosting services. We recommend to our clients' web hosting services tailored to their specific needs. We have worked with dozens of hosting services, therefore we are well equipped to help you locate a web hosting service that will fit your individual needs.

Please let us recommend a web hosting service for you.

Do you have a web hosting company in mind? If so, please provide us with this necessary information.

Web Hosting Service _____

Web Hosting Service URL _____

Phone Number _____

E-mail for support or help _____

Marketing Phase

Is marketing your site important? Yes No

Will there be a marketing budget?
If yes, please provide the approximate dollar amount.

Any suggestions for promoting the web site?
A sound marketing strategy is an excellent way to determine how to keep users interested in your web site.

Who is going to follow-up on comments, queries, and requests on content information?

Maintenance

Target Date: _____

Package prices include minor updating over the first three months of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), or adding new graphics, etc.

Would you like Kee Concepts to provide page maintenance to you after the first three-month window period? **Yes** **No**

On behalf of my organization, I approve the above plan, which I have developed with Kee Concepts to construct a web site, and I authorize Kee Concepts to use this web site planning worksheet as the basis of the project.

Any comments, and/or questions?

Print Name _____

Signature _____ **Date** _____

**Mail or Email Completed Form to:
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