



## Website Planning Worksheet

Use in conjunction with the Website Design Contract and Client Survey, which should also be printed out by the client.

Organization Name: \_\_\_\_\_

### 1. Purpose

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 \_\_\_\_\_

### 2. Site Organization

Total number of pages decided upon \_\_\_\_\_ Please list pages you desire.

### 3. Site and Domain Names

Site Name: \_\_\_\_\_

Domain name \_\_\_\_\_  Desired  Already  
Registered

### 4. Masthead Graphic

It is very helpful if the client includes a copy of your organization's letterhead, brochures, catalog, etc. so LovettCreations.org can see how to present the organizations image.

Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.

- \_\_\_ Photo or drawing of product?
- \_\_\_ Typeface preference \_\_\_\_\_
- \_\_\_ Preferred colors in palette \_\_\_\_\_
- \_\_\_ Other ideas

### **5. Color and Accents**

For the most part, LovettCreations.org 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 preference is:

Primary \_\_\_\_\_ Secondary \_\_\_\_\_ Accent \_\_\_\_\_

### **8. Photos, Graphics, Animations, Sound, and Video**

The contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send to LovettCreations.org.

Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette. LovettCreations.org can also suggest a photographer if the client has specific needs.

LovettCreations.org recommends the purchase of Stock photos from iStockphoto (<http://www.istockphoto.com>) are recommended. You can write down the photo number and inform us of your choice.

### **10. Web Hosting Service**

LovettCreations.org is not in the web hosting business. LovettCreations.org offers a set-up to find and set-up web hosting services tailored to the clients specific needs. If you currently have a web hosting service that you are satisfied with please list them below.

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

### **12. Maintenance**

Target Launch Date \_\_\_\_\_

Package prices include minor updating the agreed upon time stated in the contract. This covers minor changes, but does not include major changes, such as changing layout or structure.