

Guide to Planning Your Website

This planning guide will help you define your goals and create an outline for your website. This worksheet is a free service to all Webb Weavers Consulting's website visitors. Whether you decide to 'go it alone' and create your own website, select Debbie to help you develop your site, or choose some other web services company, answering these questions is your first step toward getting your website up and running.

If you would like to see how Webb Weavers Consulting can help with your website project, please send in your completed worksheet. Debbie will then get in touch with you to schedule a website design consultation. This is an approx. 30 minute consultation by phone that includes discussion of your needs and goals and how she can help you meet them.

Please don't feel like you need to answer every question right away! You can start by answering the ones you are most clear about, and we can work on the other questions together.

Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your website? What do you intend to accomplish with it?

Do you want people to: (check as many as apply)

- Learn more about your business or organization?
- Hire you to perform a service?
- Buy products from you?
- Join your organization?
- Other:

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want? (check as many as apply)

- Information about a topic
- Information about your products, services or organization
- To be entertained
- To comparison shop or to buy a product
- Other:

Image & Style

The visual metaphors, design, layout and color scheme of your website will communicate volumes to the visitor about you and your business.

What IMAGE do you want to project? (check as many as apply)

- | | | |
|---------------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Formal | <input type="checkbox"/> Corporate |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Casual | <input type="checkbox"/> Personal |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Serious | <input type="checkbox"/> Expensive |
| <input type="checkbox"/> Cutting edge | <input type="checkbox"/> Friendly | <input type="checkbox"/> Affordable |

What STYLE do you want to communicate? (check as many as apply)

- | | | | |
|---------------------------------------|--|---|-------------------------------------|
| <input type="checkbox"/> Serene | <input type="checkbox"/> Ethnic | <input type="checkbox"/> Playful | <input type="checkbox"/> Energetic |
| <input type="checkbox"/> Spiritual | <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Down to earth | <input type="checkbox"/> Historical |
| <input type="checkbox"/> Powerful | <input type="checkbox"/> High tech | <input type="checkbox"/> Mellow | <input type="checkbox"/> Festive |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Frivolous | <input type="checkbox"/> Comforting, caring | <input type="checkbox"/> Fanciful |
| <input type="checkbox"/> Hip | <input type="checkbox"/> Fun | <input type="checkbox"/> Romantic | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Flashy | <input type="checkbox"/> Sensual | |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Muted | <input type="checkbox"/> Authoritative | |
| <input type="checkbox"/> Funky | <input type="checkbox"/> Soft | <input type="checkbox"/> Delicate | |

Do have any existing graphic or promotional materials? Yes No

Do you have a logo? Yes No

Do you have photos that you wish to use on the website? Yes No

Content

Do you have an outline of the content for your site? Yes No

Do you need help in developing an outline of the content for your site? Yes No

If you are selling products, what type(s) of products and how many will be on your site?

What keywords or phrases would someone type into a search engine to find you?

Promotion

Do you have a marketing/promotion plan for your website? Yes No It's in process
(We can help you develop one, or give you lots of ideas on doing it yourself.)

Do you have plans for an email newsletter or other outreach via email? Yes No Maybe, haven't decided
(Relevant and valuable emails help you stay in touch with prospects and provides extra value to your customers.)

Do you have plans for updating the content of your site? Yes No Maybe, haven't decided
(Regularly updating the content of your site gives visitors a reason to return.)

Would you like us to do that for you? * Yes No Maybe, haven't decided

Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your website to be launched?

Have you registered a domain name? Yes No

If you have, what is it?

Have you decided on a hosting company? Yes No
If no, please consider our hosting plan*

Do you plan to maintain and update your own site? Yes No Maybe, haven't decided

Would you like us to do that for you? * Yes No Maybe, haven't decided

* Our most popular hosting plan includes content updating, ongoing care, maintenance, and backups



CUSTOM WEB DESIGN & DEVELOPMENT · WORDPRESS PACKAGES · WEBBMAIL EMAIL MARKETING

Other Websites

Please list a few websites including the url (website address) that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's websites, if you know of any, including the url (web site address). Please explain what you like and don't like about some of these sites.

Questions or Comments:

Please provide your Name, Email Address and Phone Number: