



## Website Planning Outline

This questionnaire is designed to enhance communications between TP Web Designs and our clients. Once you review and fill in the blanks, give me a call, so we can talk on the phone. You may also email or mail a signed copy to me. It provides a written memorandum of our mutually agreed plan.

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

### 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.

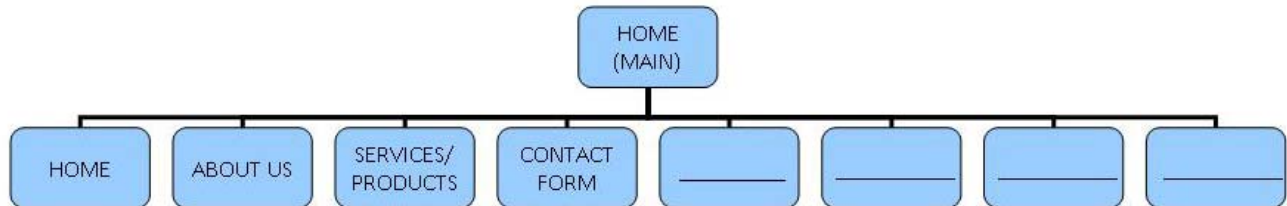
\_\_\_\_\_ To strengthen **brand identification**.

\_\_\_\_\_ Other \_\_\_\_\_



## Site Organization

Please label pages you desire and cross out the rest.



(draw lines to connect subordinate web pages to that of the main navigational "Header" links)


Check this box, if you wish to have a side bar menu of the sub web pages - ☐ Yes ☐ No

If you wish to have your Company Brochure as a printable web page, be sure to include that in one of the boxes above and submit it as part of your artwork.

Total number of pages you have decided upon \_\_\_\_\_

## Keywords

**Keywords** are input into the code of the website, so Search Engines (SEO) can find your website based on those words. Please indicate your keywords here (no limit on words used):

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## Site and Domain Names

**Domain Name** 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 [BlueHost.com](http://www.bluehost.com/track/trperdue/tpwd) (<http://www.bluehost.com/track/trperdue/tpwd>).

\* Domain name \_\_\_\_\_ ☐ Desired ☐ Already Registered  
Sub Domain name \_\_\_\_\_ ☐ Desired ☐ Already Registered  
Sub Domain name \_\_\_\_\_ ☐ Desired ☐ Already Registered

\* this will be your main domain name

## Web Hosting

TP Web Designs is not in the web hosting business, however, if you do not have a Web Hosting service, you might be interested in this affiliate:

<http://www.bluehost.com/track/trperdue/tpwd>

If you already have a Web Hosting service, please indicate here:

Web Hosting Service: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Website address: \_\_\_\_\_



## Logo

It is very important to supply your web designer with original graphics, if you already have a pre-designed logo. If not, you may require graphic design services, which will be an extra charge. Examples of original design graphics would include the format (in the file name) of .eps, .ai, .psd, etc. It is also important to know which font was used in your logo.

Logo File Name \_\_\_\_\_

Format (if known) \_\_\_\_\_

Font used (if known) \_\_\_\_\_ (list all possible fonts)

## Colors

We recommend a white background for best readability and contrast, with three (3) complimentary colors as your main color concept.

Please list your colors here. If you do not know the RGB or Web Color #, please indicate N/A

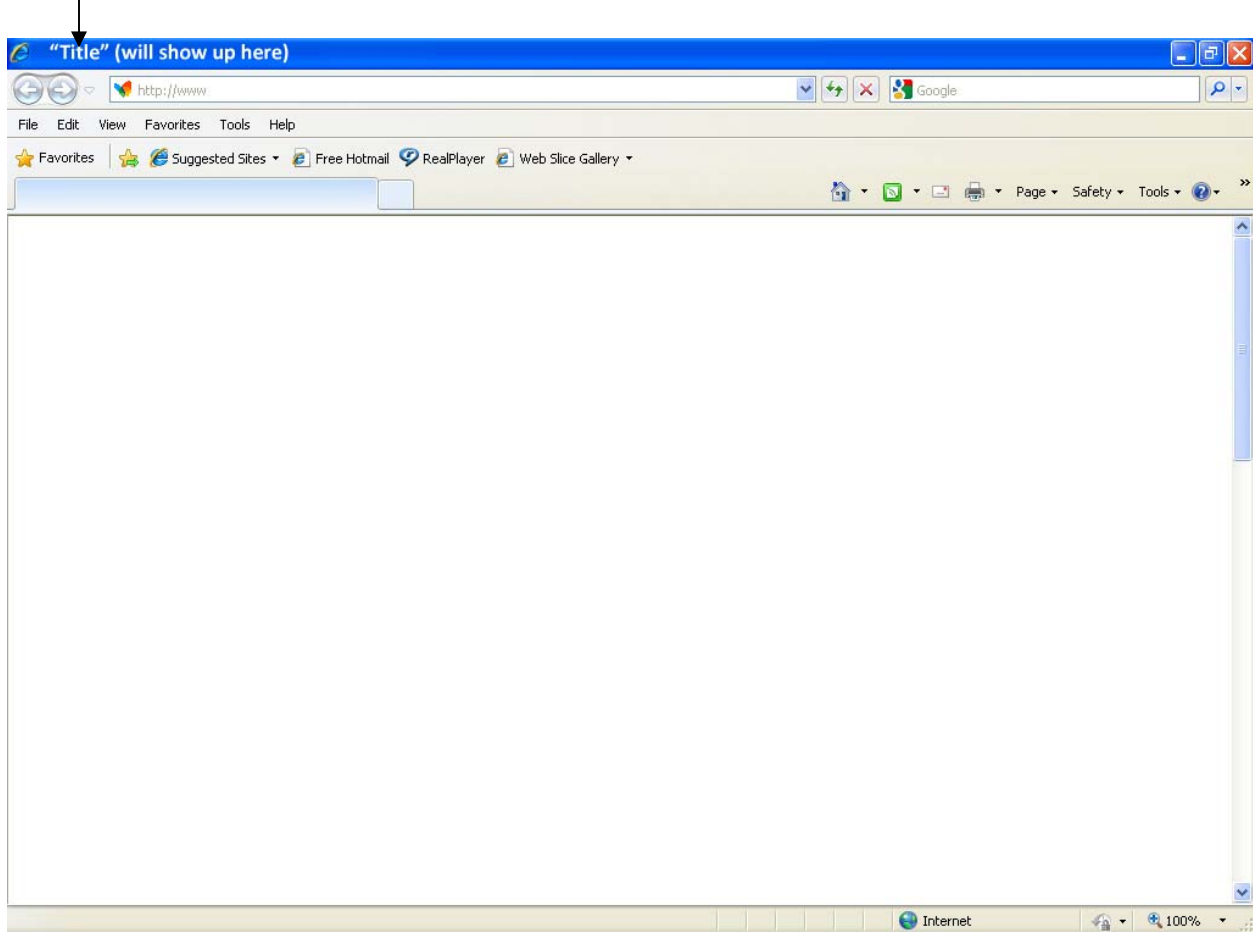
	<u>RGB</u>			<u>Web Color #</u>	<u>N/A</u>
Color #1 (predominant)	R_____	G_____	B_____	#_____	<input type="checkbox"/>
Color #2	R_____	G_____	B_____	#_____	<input type="checkbox"/>
Color #3	R_____	G_____	B_____	#_____	<input type="checkbox"/>
Color #4	R_____	G_____	B_____	#_____	<input type="checkbox"/>
Color #5	R_____	G_____	B_____	#_____	<input type="checkbox"/>



## Design Concept

Please sketch (to the best of your ability) a design concept, if you have one in mind. You can be very basic about the drawing (it is best to show where you want logo placement, main navigational links, side-bar menu, if necessary, etc.)

"Title" of your website - \_\_\_\_\_



Do you have any copyright / registered trademarks your company would want to indicate in the site? If so, would you like them to be included in small print at the bottom of every page?

copyright / registered trademarks

Indicate Page  
every page ☐ or

\_\_\_\_\_ page



## Custom Templates

Custom Templates are quite different than the Templates you may find over the internet. We do NOT recommend you use Templates from any of the online web sources, because they are not tailor-built with you in mind. My experience has been that once you start the designing process, the client may wish to make changes that you cannot do with online web Templates.

I will always create a Custom Template for your website build. The template that I design for you is a special type of document that will design a “fixed” page layout; creating other pages based on the template that inherit its page layout. Because it is a Custom Template, I can specify the content which is “editable” on that template (great for clients who use Contribute). Custom Templates enable the control over the elements within the template. In essence, your Custom Template allows you more control over what you can edit.

## e-Commerce

E-Commerce is a separate package altogether. If you require the ability to shop your site, please let us know beforehand and we can discuss your options.

☐ Please check this box if your site would need to include e-Commerce

## Flash / Animation

If you are interested in including a Flash design on your website, please describe your intentions here:

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## Contact Page

We recommend a Contact Form for every website. The reason why, so many eventually are hit by SPAM in their email boxes and cannot figure out why. Well, if you have your email on the web (anywhere), eventually Web Spiders (of Spammers) will pick up that email and start sending you SPAM.

**Email (only)** - ☐ Yes ☐ No

(by checking "Yes", you understand the vulnerabilities of having your email on the web)

Please list the email(s) to use on your Contact Page:

Email	Check box if this is your main email
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

**Contact Form** (instead of email) - ☐ Yes ☐ No

(subject to additional charge)

**Outlook vCard** - ☐ Yes ☐ No

(subject to additional charge)



## Cross-link & Site Map

Getting higher search ratings can be important to advertising on the web. We recommend two (2) additional ways of getting your domain name as much exposure. 1) create a Site Map within your site – this is not only informative to the viewer who wants to quickly review all of your content on a synopsis page, but also repeats your domain name for search engines to see again, which in-turn boosts your ratings by enabling Web search engines to "spider" and index content. 2) a cross-link between TP Web Designs and your domain. I can include you in my Portfolio page on my website and you can include me on your website. Again, your domain name is repeated and therefore another boost in your ratings.

May we include a Site Map within your web site (may accrue additional charges if # of pages fall above the requirements of your site) ☐ Yes ☐ No

May we include a link (and/or logo) at the bottom of your Home page which reads "**Website Designed by TP Web Designs**"? (You are under no obligation to say yes.) ☐ Yes ☐ No





On behalf of \_\_\_\_\_ (*your company name*), I authorize TP Web Designs to start the website build based on the information I have provided on the above **Website Planning** outline, the **Website Content Worksheet**, and any other written or otherwise discussed material that I have provided. Furthermore, I understand that I will be invoiced for the initial deposit of the website, which is an estimated 25% (or more at designer's discretion) of the entire cost, and the designer will only start on this project once all of the materials are received and the deposit check has cleared through the bank.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

To submit your entire Website Planning Outline via these options:

- ◆ scan and email to:

tina@tpwebdesigns.com

- ◆ mail a hard copy to:

Tina Perdue  
117 Serrano Court  
Weatherford, TX 76087

- ◆ If you wish to fax, please call first:

(817) 341-1699

*On behalf of TP Web Designs, Thank You!*

*Am looking forward to receiving your materials and building your website!*

(Document 1 of 3)

[Used in conjunction with the Website Design Contract and Website Content Worksheet]