



## WEBSITE PLANNER

Please provide as much information as you are able to. The more we know about your requirements, the better we will be able to serve you.

### 1. Identification

- Please provide full company name, address, phone, email and primary contact name.
- Describe your company or industry, include names of competitors.
- What are your schedule requirements?
- What is the budget for this project?

### 2. Site Name

- What do you wish to name your website?
- What domain name have you chosen to register?
- Is this domain name available? (Check it on our main website at <http://thenetnow.com> - top right corner)
- Have you registered this domain name?

### 3. Objectives

Please tell us what objective you hope to achieve with your website. Rank the importance of the following:

- To compliment other forms of advertising.
- To sell products directly online(accept credit cards)
- To sell products showcased online, but payment by mail or phone.
- To offer additional product information to customers.
- To offer company information to customers/employees/suppliers.
- To increase brand awareness.
- To stay ahead of the competition on the web.
- Other

#### 4. Audience

- What types of visitors do you want to attract?
- What are your goals for each type of visitor?
- What are the products/services involved?
- What are your goals for these products/services?

#### 5. Content

- Where will content come from?
- How often will you add new content?
- Who will update the content?
- Describe any work that has been done toward designing/redesigning a new web site.
- Will the web site reinforce an existing branding or marketing strategy?
- Discuss any identity/branding assets. Are logos, other artwork, and fonts that you use in business cards, brochures etc available for us to use?

#### 6. Functionality

- What functional requirements do you believe to be necessary? (e.g., download areas, database-driven web pages, e-commerce, catalogue, formmail etc.)
- Who will update these? (The Net Now or other developer)
- Who will maintain the site contents?
- If you are planning to maintain it yourself, please provide answers for the following:
- Do you require a Content Management System so you can update your website yourself?
- Do you own and are you experienced with Dreamweaver or simimilar software.
- Are there other technical issues or limitations?
- Have you budgeted for hosting and maintenance of the site?
- If so, what is your budget?
- How will the site be served/hosted? (The Net Now or other?)
- What is your long-term plan for the site?

#### 7. Site Layout

Please outline what pages you will require on your site. Consider including the following:

- Splash Page (no content, just introduces site with a graphic typically)

- Main or welcome page (contains table of contents, links to other pages, some content)
- Products Listing (estimate number of pages required - is a shopping cart required?)
- Order Page (purchasers submit online orders for your products or services)
- Feedback Page (Let visitors know how to contact you, can use an online response form)
- About the Company (A page to tell visitors who you are, possibly include FAQ)
- News, Specials (Announce special events, new products etc.)
- Interactive Page (Let visitors interact on a bulletin board, newsletter, blog etc.)
- Other (Let us know of any special requirements)

## 8. Web Tour

This is a very important step. To get the best idea of the type of website you desire, please take a look online and make a list of the best sites. Use the criteria below when on the Web that relate to your project in the following categories:

- Appeal to same target group of customers.
- Colors, look-and-feel, user interface, layout.
- Size of site or project.
- Publishing model (frequency, novelty of content, etc.)
- Attracting new people to the site (newsworthiness, giveaways, impact, etc.)
- Your competitors' sites.
- Quality of content.
- Quality of graphics.
- Functionality (things sites do for people)
- Community, special features, responsiveness, other categories important to your project.
- Overall favorite sites (for whatever reasons)

Please contact us at 519.457.3505 or 1.877.959.9969 if you have any questions. You may also contact us via our website at <http://thenetnow.com>