



Name:
Business Name:
E-mail Address:
Website URL:
Home Phone:
Business Phone:

This website design worksheet was designed to help you understand what you need to do to design a website that is easy to navigate and will appeal to your intended audience.

FOCUS:

1. REASONS:

What are your reasons for wanting a website?

List in order of importance, i.e. name branding, education, online brochure, information, e-commerce, etc.

2. MESSAGE:

What is the primary message you wish to convey to your audience with this site?

3. GOALS:

What goals does your organization intend to reach with this Web Site?

4. AUDIENCE DEMOGRAPHICS.

Who do you want to reach? Be as specific as possible.

i.e. age range, professionals, interests

LOOK AND FEEL:

1. LOGO:

Do you have a business logo or slogan that you would like to use?

This can be used to help you create a theme for your website.

2. FONT STYLE:

These are the basic font styles which are common to most computers systems.

We recommend you select one or two of the following the font styles for content of your pages:

Arial, Times New Roman, Georgia, Verdana,

3. COLORS:

Do you have a color scheme that you would like to use?

This can be used to help you create a theme for your website.

4. VISUAL ELEMENTS:

Describe any visual elements or styles you want to see used, or which can be utilized from existing marketing materials.

5. URLS:

List any other web sites you find compelling. What do you find the most interesting about these sites?
style, colors, layout, organization, etc.

PERCEPTION:

1. PERCEPTION:

What image would you like to project to the public?

2. ADJECTIVES:

Use three adjectives to describe how the site should be perceived by the user.

i.e. conservative, progressive, friendly, formal, casual, serious, expert, humorous, service-oriented, professional, etc.

3. CHALLENGE:

What is the biggest challenge in getting your message across to customers?

ACTION:

1. PRIMARY ACTION:

What is the primary action you wish your target user to take from the main page of your site?

i.e. browse, email, order, explore, call, click button, informational etc.

2. BEFORE LEAVING:

What is the primary action you wish your target user to take before leaving your site?

Is it the same as above?

If not, why?

ORGANIZATION:

1. CONTENT:

Will this site use existing content? If so, what is the source and who is responsible for approval?

2. GLOBAL ELEMENTS:

What elements are key items you wish to have available to the use on every page?

3. FLOWCHART – NAVIGATION:

This will help you organize your site into sections. Use this to create your navigation/menu system.

Home Page

sub-pages _____

sub-pages _____

sub-pages _____

category

sub-pages _____

sub-pages _____

sub-pages _____

category

sub-pages _____

sub-pages _____

sub-pages _____

category

sub-pages _____

sub-pages _____

sub-pages _____

category

sub-pages _____

sub-pages _____

sub-pages _____

category

sub-pages _____

sub-pages _____

sub-pages _____

4. CHOOSING YOUR URL.

Marketability:

Keywords in the URL?

How many parts make up the name?

How many Characters is your URL?

Phone Test:

Try giving out the Domain Name on the phone. How does the domain name sound on the phone?

Does the domain use a hyphen or a number? Do I spell out a number inside the name ex: ("one")? Does the domain use a misspelling at all?

Brand Recognition

Do people know what the site does even before they even go there? Either through the meaning of the name or by advertising.

MARKETING / UPDATING:

1. MARKETING GOALS:

Briefly, what are your short-term marketing goals?

2. WEB SITE:

How will this web site help to meet your goals?

3. MARKETING of WEB SITE:

Do you have an existing plan or marketing strategy to promote this site? You can elaborate below...

4. UPDATES:

Do you intend on keeping the site updated? If so, how often? If so, how often? Which pages or content? Who is responsible for updating and providing content?

ADMIN:

1. CONTACTS:

Who are the primary contacts from your organization and who has final approval on this project?

2. LAUNCH DATE:

What is your target launch date for this site? What are the factors surrounding this deadline?

SEARCH ENGINE INFO:

The following section will help in building a web site that search engines can identify more easily.

1. KEYWORDS.

Make a list of keywords or phrases that describe your business. Pick words/phrases relevant to your business. List all keywords that could link search engines to your website. Phrases should be both specific and general. This tag is used by some search engines to place your page in the results of a search. Also it is very important that these words are implemented in page headings and text.

2. TITLE:

Write a title that describes your business. This tag is used by search engines to help place your page in the results of a search. The title can be up to 100 characters long. The "title" can be found at the very top of any browser window hopefully describing the page one is viewing.

This is very important! Think of a unique title for every page in your site and all pages sharing the common elements that describe your business

3. DESCRIPTION:

Write a description of your business. This tag is used by some search engines to help place your page in the results of a search and describe your site in the results page of google and yahoo!. The description can be up to 200 characters long.

Don't try to sell yourself here or think too much; be honest and relevant about what it is that your business does!

Think of how you would describe your business to an interested stranger in 1 minute.