WEB DESIGN WORKSHEET

The perfect website is the result of a collaborative effort between you and Xpertwebs. To help us in this effort, we have developed a worksheet that will help you clarify your thoughts.

Please complete this worksheet to the best of your ability and bring it with you when we meet for our first planning meeting.

	ite Type: (Check one.)
	Personal
	Professional
	Small Business
	Corporate
	e-Commerce
S	ite Purpose (Check all that apply)
	Share Personal Interest
	Provide Internet Presence
	Display Photo Gallery
	Provide Product Information
	Advertise Services
	Market Products (for e-Commerce)
	Customer Support
	Other (If Other, please provide us with a short description.)

Website Marketing

Please pro	ovide us with three (3) goals for your website:
1	
2	
3	
	ld you describe your average customer?
_	
— What thre	ee (3) types of people do you want to attract to your website?
1	
2.	
	ions do you want your visitors to take?
1	
2	
What do y	you think will motivate visitors to view your site?
_	
wnat do y	you think will motivate visitors to stay on your site?

ase nod ate	make a list of five (5) websites that you have visited and that you would like us to usel for your website. We can take certain elements from each site and combine them the look and feel that you want for your site. We will look at these sites together at many meeting.
1.	
2.	
3.	
5.	
ge	s to be included in website: (Check all that apply.)
_	Home
	Contact
-	Content (indicate how many)
-	
- -	Mission Statement
- - -	News
- - -	News FAQs
- - - -	News FAQs About Us
- - - -	News FAQs About Us History
- - - -	News FAQs About Us

Form	Pages in Website: (Check all that apply.)
	Registration
	Membership
	Contact
	Other (If Other, please specify.)
Speci	ial Pages in Website: (Check all that apply.)
	Search
	Index or Navigation Map
	Other (If Other, please specify.)
Webs	Site Theme and Influence: (Check one that applies.) Warm and Friendly Bold and Corporate (business)
	Clean and Crisp (professional)
	Other (If Other, please provide us with a short description.)
Grap	
graphi access them.	about what kind of graphics you would like on your web site. Do you have your own cs in digital format? If you know what type of graphics that you want but do not have to them, you can give us a description of what you are looking for and we can search for List all of the graphics that you want to include in your web site. Do you currently have a any logo, or would you like us to create one for you?
	·

Colors

Describing the colors you like can be a bit problematic. For this reason, we ask you to list 3
sites that use colors you like. We will discuss color selection and usage during our planning
meeting.

1.	
2.	
3.	

Masthead:

This is the "top of the page" graphic. It is normally placed on the home page and contains things such as a company logo, the name of the Web site, ownership details, slogan and other "branding" content. List all the items (logo, Web site name, etc.) that you want in your masthead.

1.	
2.	
3.	

Page Footer:

The page footer is displayed at the bottom of each page within the website. It can also contain a navigation bar and other information such as a copyright, revision dates and credits. List all the items (navigation bar, copyright, etc.) that you want in your page footer.

1.	
2.	
3.	
	-

Note that we do not recommend a visible visit counter. We can provide an invisible one if you wish.

Background Graphics:

Background graphics add branding and class to a Web site. Click here to see an example of a background graphic http://www.whiteoakconcerts.org. Decide if you would like a background graphic on some of your web pages. Do you already have these graphics?

Audio:	
Sounds and music can be added to a websites in a variety of ways. For example, they may be	
appropriate for a site that features music. Describe what type of sounds you would like added	
to your site (if any), and to what pages you want them associated.	
Links:	
You may have links to other websites on your web site. Are there any sites that you would like	
to link to from your site?	
	
Combont	
Content:	
How do you plan to provide us with the text for each page on your Website? (select all that	
apply) Digital (zip disk flappy CD SD)	
Digital (zip disk, floppy, CD, SD)	
Paper (Company literature, handwritten)	
Marketing Your Site:	
How are you going to promote your site? We can discuss the ways in which we can help you to	
market your Website at the initial planning meeting.	
Web Designer Information:	
Xpertwebs	
5910 Wigton Drive	
Houston, TX 77096	
713-721-6868	

Call us when you require the very best at an affordable price.