



"Your IT Solutions Provider"



Website  
Design



SEO



Web  
Hosting

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## Website Planner

This website planner forms the foundation of your website strategy. The effort in careful planning benefits you in cost savings. It also benefits us as web designers by being able to give us an accurate assessment of your needs.



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## Contact Details

Company Name	Yanko & Popovic
Contact Person	Evelyn Jacobs
Phone Number	403-262-0262 ext. 22
E-mail Address	ejacobs@yplaw.ca
Current Website Address (if applicable)	<a href="http://www.yplaw.ca/">http://www.yplaw.ca/</a>



## Business Details

Business Summary	<p>Please tell us the nature of your business, including main services and/or products</p> <p>We are a personal injury law firm. We specialize in motor vehicle accidents, Slip &amp; Falls, dog bite cases, and more.</p>
Tagline (if any)	
Target Market	Anyone who has been in a motor vehicle accident recently or in the last 2 yrs.
Website Goal	<p>Please tell the purpose of your website</p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Gain favorable impression of the company/organization</li><li><input type="checkbox"/> Sell services/products directly using</li><li><input checked="" type="checkbox"/> Strengthen online interaction for organization/group</li><li><input type="checkbox"/> Other</li></ul>



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## Business Details

Keywords	List of keywords or key phrases associated with your company/website
	<p>Calgary Personal Injury lawyers car accident motor vehicle accident Insurance Section B criminal rear ended insurance settlement</p>





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## Design Guide

### Design Style

I would like our site to be more streamlined  
We currently have multiple websites and  
we need to purchase all domains and  
hopefully forward all to one address  
(yplaw.ca)

I would like us to have more social media  
interaction if possible, so I would like to  
have a link for facebook, twitter etc.

I would like for the site to be updated  
constantly with web links for news  
articles and awards we are given

I would also like to look into



☒ Corporate



☒ Professional



☐ Contemporary



☐ Modern



☐ Fun



☐ Elegant



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## Design Guide

<b>Color Scheme</b>	<p>You may choose your corporate colors or any color combination of your choice ( provide HTML Color Code )</p> <p>I would like it to follow our company logo. I'm not opposed to it not being these colors though.</p> <p>Barristers · Solicitors <b>YANKO &amp; POPOVIC</b></p> 						
<b>Domain Name</b>	<table><tr><td>Main Domain – Option 1 Preferred</td><td>www.yplaw.ca</td></tr><tr><td>Option 2</td><td>http://yanko.ca/</td></tr><tr><td>Option 3</td><td></td></tr></table>	Main Domain – Option 1 Preferred	www.yplaw.ca	Option 2	http://yanko.ca/	Option 3	
Main Domain – Option 1 Preferred	www.yplaw.ca						
Option 2	http://yanko.ca/						
Option 3							
<b>Reference Websites</b> May include competitor's website	<p>Please list the URL's (web addresses) of website that you like to use as a reference and specify the reason.</p> <ul style="list-style-type: none"><li>■ http://</li><li>■ http://</li><li>■ http://</li></ul>						



## Site Structure

<b>Site Outline</b> <b>Main navigation links &amp; Sub-links</b>	<p>HOME PAGE Main links &amp; Sublinks - SAMPLE</p> <ol style="list-style-type: none"><li>1. HOME</li><li>2. ABOUT US<ol style="list-style-type: none"><li>2.1 History</li><li>2.2 Vision &amp; Mission</li></ol></li><li>3. Main Page<ol style="list-style-type: none"><li>3.1 Subpage</li><li>3.2 Subpage</li></ol></li><li>4. Main Page</li><li>5. Contact Us</li></ol>
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## Site Structure

Logo	<input checked="" type="checkbox"/> Client will provide
Master Main Banner	<input type="checkbox"/> Still Image <input checked="" type="checkbox"/> Video Clip
Menu Orientation	<input type="checkbox"/> Horizontal <input checked="" type="checkbox"/> Vertical
Footer	<input checked="" type="checkbox"/> Add Footer Links <input checked="" type="checkbox"/> Add Contact Info
Text Contents	<input type="checkbox"/> Client will provide <input checked="" type="checkbox"/> Copy from old website
Text Contents	<input type="checkbox"/> Client will provide <input checked="" type="checkbox"/> Copy from old website <input type="checkbox"/> Purchase stock images
Page Background	<input type="checkbox"/> Full Image <input type="checkbox"/> Pattern (Tiled) <input type="checkbox"/> Single Color
Page Width	<input type="checkbox"/> 1000 pixels <input type="checkbox"/> 800 pixels <input type="checkbox"/> Browser width



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## Site Structure

WEBSITE ENHANCEMENTS – Please check all required	
<input type="checkbox"/>	Events Calendar
<input checked="" type="checkbox"/>	News/Announcements
<input type="checkbox"/>	Newsletter Sign-up
<input type="checkbox"/>	Gallery – Image Slider / Featured
<input type="checkbox"/>	Product Catalogue
<input type="checkbox"/>	Search Form – Basic General
<input type="checkbox"/>	Message Board (Forum)

MAIN OFFICE  
202 – 5740 2<sup>nd</sup> Street SW  
Calgary, AB T2H 1Y6

[www.IbertalT.com](http://www.IbertalT.com)

MAIN/FAX NUMBER  
1-800.833.4501



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## Site Structure

WEBSITE ENHANCEMENTS	
<input type="checkbox"/>	Contact Form
<input type="checkbox"/>	Booking/Reservation
<input type="checkbox"/>	Events
<input type="checkbox"/>	File Upload/Download
<input checked="" type="checkbox"/>	Interactive Banner
<input type="checkbox"/>	Log-in
<input type="checkbox"/>	Forgot Password/User Name
<input type="checkbox"/>	Video Gallery
<input type="checkbox"/>	Live Chat
<input type="checkbox"/>	Web Analytics Software for Real Time Reporting
OTHER SERVICES	
<input type="checkbox"/>	Online Payment Integration – for e-commerce websites only
<input type="checkbox"/>	Website Maintenance – includes web disc clean-up, e-mail check-up, web contents' updates & revisions
<input type="checkbox"/>	Search Engine Optimization – increase traffic into your website and increase sales

BONUS ADD-ONS	
<input type="checkbox"/>	Favicon (Website Icon)
<input type="checkbox"/>	Social Network Integration – Must have existing LinkedIn, Facebook, Twitter, YouTube or Google Accounts

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## Special Instructions

Describe any other functionality you would like included in your website.

Please e-mail or submit completed form to: [webdesign@albertait.com](mailto:webdesign@albertait.com)

We look forward to personally meeting with you at your most convenient time to discuss this project in great detail. Customer service is our number one priority and we look forward to working with you!

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