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Website Design Worksheet

This design worksheet is designed to enhance communications between SoaR Web Design and our customers.

Please print out this worksheet, fill out as much as you can (please print); using it as a guide. Please have it with you at your consultation (you may want to make a copy and keep it for your records). It provides a written memorandum of our website plan.

Your company or Organization name:

Contact Name:

Phone Number:

1. Purpose of your website. It is very important to begin the website development process with identifying the purpose of your website. Once this is established, the design process can begin.

Please read the following list, and place a "1" next to the most important purpose, next most important a "2," etc. Leave those items blank that do not interest you.

- To give my company/organization a cutting edge appearance
- To develop a qualified list of sales prospects
- To sell products/services online
- To give out information
- To market literature that we write
- To provide free information and downloads
- To encourage potential customers to contact us by phone or mail

___ To make available product information and price lists to distributors

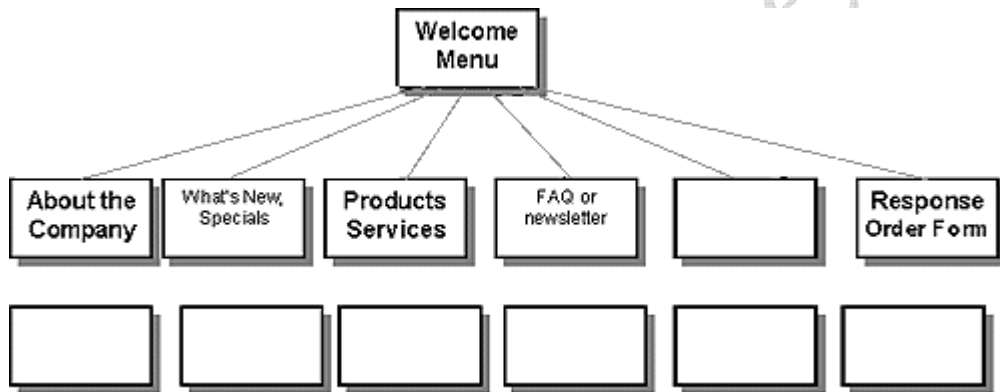
___ To make available product information and price lists to customers

___ To strengthen brand identification

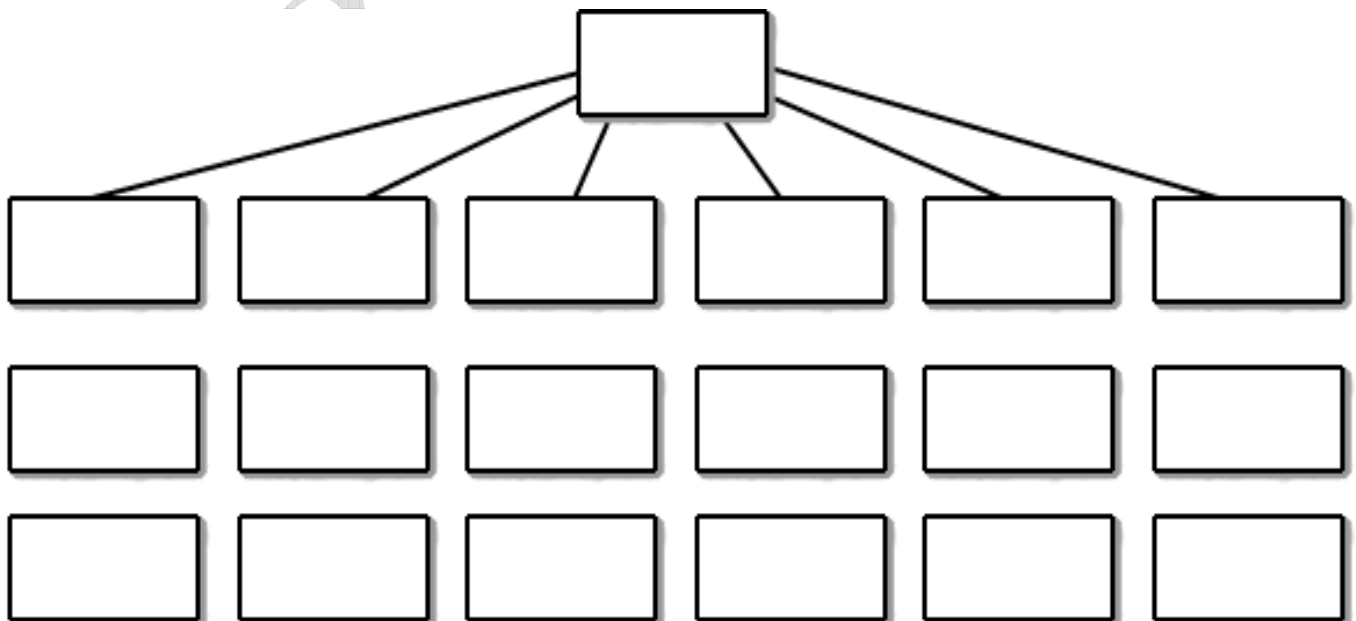
Other _____

2. Site Organization

To help develop the layout of your website, consider the following simple page layout chart.



Re-label any pages you want, cross out any you do not want, and add or change the connecting lines to the second row. You can also just write on the blank layout below.



Our websites are designed to not create a horizontal scroll bar on a typical PC monitor set at the average 800x600 resolution.

Total number of pages for the site _____

Additional "printer friendly" pages or PDF's _____

3. Site and Domain Name

Domain names, such as soarwebdesign.com have to be registered in order for you to own the rights to that name.

You can log onto **www.register.com** to check availability of the domain name of your choice.

Domain name _____

_____ Desired _____ Already registered

4. Logo and Graphics

For the purpose of "branding" your site with your company/organization's image, it is strongly advised that a company/organization logo be present at the top of every page. It is very helpful if you provide a copy of your company's letterhead, brochures, business card, etc., so we can see how you present your company image.

Do you currently have a graphic logo? _____ yes _____ no

Do you currently have a textual logo? _____ yes _____ no

If you have a graphic logo, please provide it in digital format, so we do not lose any quality in scanning it.

If you need a logo designed by SoaR Web Design, please note that logo design is an additional charge outside of a website design contract.

Typeface/Font preference (Times, Arial, etc.) _____

Preferred colors around logo _____

Other ideas:

5. Colors for your website

We recommend that the background on webpages be light for readability and contrast. We also recommend a three color palette, where one or more colors can be further enhanced by making a lighter tint of it, thus giving you four or five possible colors for your website.

We also strongly urge you to surf the Internet, and write down the web address (called a URL) of websites where you saw a color that you particularly like for your website.

Color preferences:

- a. _____
- b. _____
- c. _____
- d. _____

6. Navigation System

Visitors to your website have to be able to find desired information on your website, and all pages should have the same navigation structure throughout the site. Typically, this involves a company logo or name in the top left, major links along the left or right edges of each page, and a few links to important sections of the site along the bottom.

We typically put a link on the logo or company name in the top left so users can click there to go back to your home, or first page.

Links on the left or right edge are just as easy to do. Links on the left are most common, and where people expect to find them. Links on the right are less common, but can help make your website stand out. Links can be text or images, although images will make your website load much slower, and may discourage some users with slow dial-up connections.

Where would you like your major links? ___ left ___ right ___ top

These links are derived from the chart you marked up on the first page. Please mark any of the following navigation features you might want added.

Rollover buttons (extra cost) _____

Drop Down Menus (extra cost) _____

Other ideas _____

Please list other websites whose navigation style visually appeals to you, or has the type of design elements you would like to incorporate into your website.

Please list websites that you feel are competitors in your field.

7. Photos, graphics, animations, sound, video

Our contract includes the statement that you own the copyright to, or have permission from the copyright owner to use any photos you supply us with.

Some online sources for royalty-free stock photos include Graphistock (<http://www2.images.com/index.dhtml>), Photos to Go (<http://www.photostogo.com/default.asp>), Free Images (<http://www.freeimages.co.uk/>) and Free Stock Photos (<http://freestockphotos.com/index.html>). This is by no means an exclusive list. Any photo or image you may want is available for a price somewhere. List what graphic(s) you would like on which page.

Please list any special image needs other than an image or two per page, such as a photo album type page, or a detailed list of product photos with small thumbnail images linked to larger images.

8. Additional Options (may be at additional charge)

Forms (email, feedback, quote request, etc)	Photo Album
Guestbook	
Pop-ups (NOT recommended)	
Search Engine Submission	
For search engines: list any single key words that describe or pertain to your company or organization	
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For search engines: provide a short, concise description of what you want people to know about your company/organization

9. What you can expect with your website design

Time-wise, it is impossible to judge how long your website will take to develop without a full consultation. Here are a few things to keep in mind when planning for your new website:

- Photographs and graphics take longer to download to a browser than text. While you do not want a boring, text only website, think about a user with a slow dial-up modem when considering how many images you want on a webpage.
- When supplying photographs or graphic images to us, please supply them in digital form.
- It is vitally important to have as much detail about your site planned before we start development. Changing plans in the middle will cost extra, and having a vague idea of what you want can cost extra, and will definitely take longer to develop.
- While animated graphics might be used a lot on webpages, they are usually never used outside of an advertisement on a business website. Think about the users experience at your website before asking for animations that do not add value to your website.

Notes/Questions:
