



Turn Chaos

into **ORDER**

### Web Site Planning Sheet

Your Name \_\_\_\_\_ Company \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Billing Address \_\_\_\_\_  
 Email \_\_\_\_\_ Web Site Domain Name (address) \_\_\_\_\_  
 Web Host Company Name & URL \_\_\_\_\_  
 Web Host Phone \_\_\_\_\_ Your Rep's Name \_\_\_\_\_  
 Username \_\_\_\_\_ Password \_\_\_\_\_ Domain Registrar Company \_\_\_\_\_  
 Date Registered: \_\_\_\_\_ Domain expiration date: \_\_\_\_\_ Admin Contact: \_\_\_\_\_

#### Project Description:

New Design  Redesign  Blog  
 Client provides artwork  Original artwork needed, including:  graphics  photos  animations?  
 Client specified corporate PMS Colors : \_\_\_\_\_  
 Generic Colors (described in client's words) \_\_\_\_\_  
 Client provides copy  Original copy needed  Client has own copywriter  Client needs copywriter  
 Client has logo  Client needs logo developed: description: \_\_\_\_\_

#### Special Features/Capabilities

shopping cart  database  forms  blog  discussion forum or message board  merchant account  
 articles section  gallery section  newsletter  RSS feed  Print-friendly (CSS? PDF? Alternative Pages?)  
 interactive features (audio, video, etc.)  
 other (describe: \_\_\_\_\_)

#### Metatag Information:

Description for first page: (sentence format):\_\_

Keywords:

Site Maintenance to be handled by:  Designer  Client  Other party

#### Promotion Plan:

Search engine submissions:  client to handle  Designer to handle  Other party

Redesign existing business collateral:  client to handle  Designer to handle  Other party

Purpose:  ecommerce  informational  portfolio  fun  other

1. Target market/audience:

2. Related markets/audiences:

3. Your competitors' site(s):



4. Favorite features of other sites you've visited & what it is you like about them (it is helpful if you can provide url's here):

5. Worst features of other sites you've visited & what it is you don't like about them (url's?):

7. Budget and timeframe:

8. Site Map (include a diagram (sketch below or attach) OR list total number of pages and their intended content:

