



Professional, beautiful, affordable web sites

Website Planning Worksheet

This worksheet was created to help clarify communications between our clients and us. Once complete, please make a copy for yourself, and mail me a signed copy. Thank you!

Contact Name: _____

Name of Organization: _____

Business Address: _____

Phone Number: _____

Email Address: _____

1) Domain Name and Hosting

Site Name: _____

Do you already have a domain name registered? _____

If yes, what is the URL? _____

What is the Web Hosting Service? _____

Phone _____

Email for support _____

If no, would you like us to register a name for you? _____

Please list in order of preference three domain names that you would like.

1.

2.

3.

Would you like us to host your site? _____

2) Site Organization

Please list the pages you desire. (I.e. About, FAQ, Services, Contact etc.)

Total number of pages _____

3) Design Preferences

Do you have a logo that you would like incorporate? _____

Please email or send us a cd with your logo in a good quality .gif, .jpg, .png, .ai, .psd, or .tif format. It would also be most helpful if you would include any collateral materials that you use for your organization, such as brochures, letterhead, etc. so that we may see how you like to present your organization.

Do you have a photo or other graphic that you would like to include in the masthead graphic? If so, please include a copy in this packet or send it to us in an electronic format.

Do you have a typeface that you would like to include in any masthead graphic?

Do you have any color preferences that you would like us to incorporate?

Are there any other thoughts about the look and feel of the site that you would like to share?

May we include a link at the bottom of the page which reads "Site designed by DMY Studio"? (You are under no obligation to say yes.) _____

4) Photos and Graphics

It is understood that you own the copyright to, or have permission from the copyright owner to use any photos or graphics that you supply us.

It is our opinion that photographs often greatly enhance websites. If you would like to include them, please send us photographs digitally or in the mail and we will scan and return them to you. Please prepare captions for each photo and clearly label on which page you would like them to appear. Stock photos may be purchased from Istockphoto (www.istockphoto.com), Photos.com (www.photos.com), or Corbis (www.corbis.com). Please specify which photos are intended for which pages. We are happy to help you select photos, but we will need to bill you at our hourly rate.

How many photographs (if any) do you intend on supplying? _____

Would you like us to prepare any other specialized graphic elements? Please describe clearly in the space below.

5) Special Elements

Would you like to include any of the following?

_____ Forms

_____ Guestbook

_____ Forums

_____ Site Search

_____ Survey

_____ Poll

_____ Password Protected Section of your Site

_____ Blog

_____ Shopping Cart

_____ Flash Graphics

If so, please describe _____

6) Content

It is our experience that clients have a considerable amount of work to do in preparing content for their sites. We cannot be responsible for preparing your content, only assembling it onto aesthetically pleasing, easy to read Web pages.

For each Web page, please set up a separate a HTML file. Please do not send a draft of your text. Send us your final version. While we expect to make minor changes after the Web pages are prepared, we charge extra to format and insert brand new text. Also, pages will be no longer than 1200 pixels in length, or approximately 1000 words.

7) External Links

Please include a list of any external links that you would like to have on your site, specifying which page they should appear.

8) Maintenance

Package includes minor updates for the first month after the completion of your site. *It does not include major changes, such as changing content, links, graphics, etc.* Major changes will be billed at our hourly rate.

We can provide either occasional maintenance, billed at an hourly rate or maintenance on a more regular ongoing basis. If you would like us to provide maintenance on your site, please describe what you foresee to be your needs.

I authorize Denise Young to use this Website Planning Worksheet as the basis of the project. On behalf the organization I approve this plan.

Signature _____

Date _____

To begin your project we require a copy of this **Website Planning Worksheet** and our **Web Design Questionnaire**. We will then send you a contract for your approval (you may download a basic contract from our website.) Once we receive your signed contract along with your down payment we will begin your project.

Please send these forms to our physical address:

Denise Young
2986 Lexington Circle
Carlsbad, CA 92010

We look forward to getting to know your business and creating your website!