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titus2webdesign.com

Web Design Worksheet

This worksheet is designed to help us determine your web site design needs, and to provide an accurate web design quote. Please answer all questions as fully and completely as possible.

Contact Info

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Country (if not USA): _____

Office Phone: _____

Cell or Alternate Phone: _____

FAX: _____

Email: _____

Competition

Industry: _____

Web Address of Competitors:

1. _____

2. _____

Which Competitors' sites do you like, and why?

Which Competitors' sites do you dislike, and why?

List web addresses of other sites that appeal to you, and list why?
(not necessarily competitors sites - any site)

Purpose of your web site

Before we can start building your site, we need to know the important purposes of why you want a web site.

Please rank which are the most important to you, and cross out any that are not at all important to you:

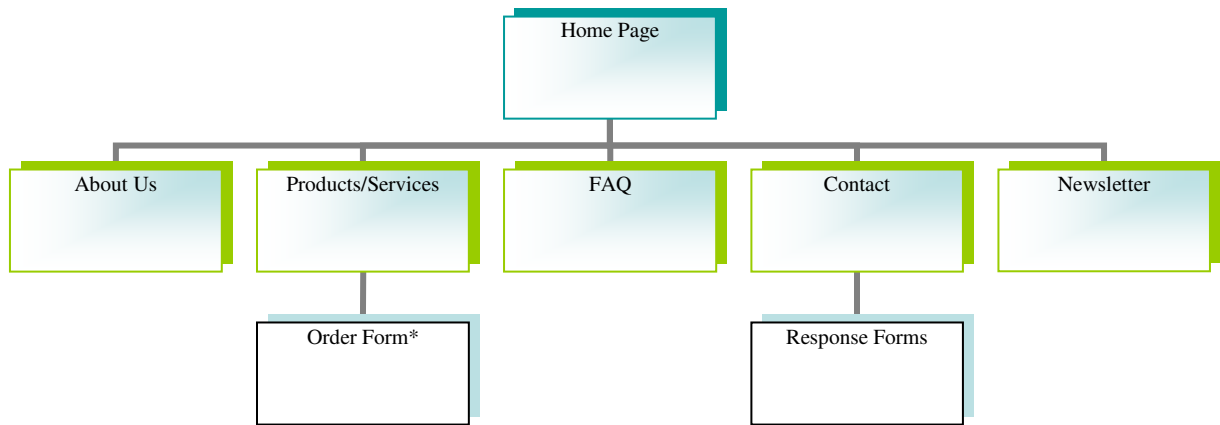
- To give our organization a cutting edge appearance
- To keep up with the times
- To develop a marketing database
- To attract new clients and customers
- To sell products/merchandise online
- To have prospective clients contact us
- To market our brochure and other literature we write
- To allow users access to a repository of information and downloads for a fee
- To allow users access to a repository of information and downloads for free
- To make product information and price lists available to distributors and vendors
- To make product information and price lists available to distributors and consumers
- For branding purposes
- Other reasons:

Target User Audience

Please describe, to the best of your ability, your target audience for this web site and your general current target audience.

Web Site Layout Chart

Below is a diagram of a web site layout. This diagram shows eight pages total.



**This is for a simple online form. eCommerce stores are a separate charge.*

Using the diagram above as your guide, which pages do you need for your web site:

- About the Company
- Products/Services
- Simple Order Form (not a full eCommerce store)
- FAQ
- Newsletter
- Contact Us
- Response Forms - indicate all that apply (each form below is a separate page)
 - Guestbook for visitors to record comments
 - Request for more information form
 - Survey of Customer Preferences
- Additional Pages (please list below)

1. _____

2. _____
3. _____
4. _____
5. _____

Total number of pages: _____

Do you need printer-friendly format for any pages?* _____

**Printer-friendly pages will incur an additional fee to setup*

Site Content

Please send all your written site content in a Microsoft Word document as an email attachment. Please have each page of the site on its own page(s) within the Word document (do not put content for two different site pages on the same Word page). ***Please make sure the text you send is exactly as you want it to appear on your site.*** You will be able to make corrections for typos before the site goes live, but textual changes will incur additional charges at our normal hourly rates, after the site is live. Send the Word document as an email attachment to traci@titus2webdesign.com .

If you do not have Word, you may use WordPad, which is found on most PC computers.

Site and Domain Names/Logo

Do you already have existing printed items (brochures, catalogs, business cards?) If so, would you like us to continue with the same font, style, log and colors? (If you want us to use these items, please forward them to us)

Do you currently have a graphic logo? _____

Do you have an idea for a graphic logo? _____

Do you have a textual logo? _____

Do you have an idea for a textual logo? _____

Do you already have a registered domain name? _____

If yes, what is the domain name? _____

Do you need web hosting for your existing domain name? _____

Or do you wish to transfer your hosting to Titus 2 Web Studios? _____

If not, or if the name you want is taken, do you have some ideas on alternative names you'd like?

Site Style

Please indicate the general image/style you would like your web site to portray (you may check more than one):

<input type="checkbox"/> Elegant	<input type="checkbox"/> Whimsical	<input type="checkbox"/> Professional	<input type="checkbox"/> Children
<input type="checkbox"/> Classy	<input type="checkbox"/> Clean & Simple	<input type="checkbox"/> Soft & Muted	<input type="checkbox"/> Flashy & Bright
<input type="checkbox"/> Hi-Tech	<input type="checkbox"/> Conservative	<input type="checkbox"/> Colorful	<input type="checkbox"/> Retro

Colors, Fonts and Photos

Fonts: It is best to keep the font consistent throughout the main body text of the web site. In order for your site visitors to see the font you choose, they must have it installed on *their* computer, otherwise your visitor will see your site with their computers default font. Therefore, it's best to stick with standard fonts for text content. If you like a specific non-standard font, it's best to use that as a header and make it into an image, so it will be seen with the font you intend.

What font would you like used: _____

Colors: What colors would you like used on your site? Typically it's best to use three colors in contrasting shades and/or varying hues of the same color.

Need help choosing your colors? Try this web site:

<http://www.webwhirlers.com/colors/default.asp> They have a **Color Wheel** that will pick three random colors. Keep spinning until you get a combo that you like. This site also explains the meaning of colors and has a **Color Wizard** that will give you the complimentary colors, hue saturations, etc.... of a particular color. Try it out!

Photos: Please send photos in .jpg format as an email attachment to traci@titus2webdesign.com We can also help you choose a photo from royalty free stock photos. These photos will incur an additional charge.

Copyright Issues

Titus 2 Web Studios will not violate any copyright laws for any reason. We assume that any images, photos, graphics and/or text content provided to use to use on your web site is legally yours to provide and not bound by any copyright laws. It is your responsibility to make sure you have the legal right to use any and all content, images, graphics you provide for use within your web site.

Navigation Style

We design sites with a consistent site navigation to make it easy for your site visitors to find what they're looking for. Please indicate where you would like the navigation to be located:

- Top
- Left side
- Right side

- As a general rule, we will always place text links for your navigation at the bottom of every web page.

Navigation type: The navigation is derived directly from the pages you list from the chart we create for your site layout. Please indicate your navigation preference:

- Rollover buttons
- Dropdown menu
- Image map
- Other ideas: _____
- No preference

Site Maintenance

Do you want to be able to maintain the web site yourself? _____

Do you want Titus 2 Web Studios to maintain the site? _____

eCommerce Store

Do you wish to have an online shopping cart to sell your products/services? _____

If so, do you want Titus 2 Web Studios to maintain this store for you? Or do you want to be able to maintain it yourself? _____

How many products do you have? _____

Do you need to keep track of inventory? _____

Do you have a merchant account to accept credit cards? _____
(If not, and you would like one, we can make recommendations for you)

List any other special requirements you have for an online store:

Advanced Options

Below are some options you may choose for your site.

- Message Board
- Live Help Desk
- Guestbook
- Pop up windows (for newsletters, PDF documents, etc..)
- Printer-friendly pages
- Ad tracking

- ___ URL Rotator
- ___ Membership site
- ___ Other: _____

Search Engine Optimization

Without a doubt, it is far better to get your site launched, already optimized and search engine friendly. Therefore, we offer this service, at a discount, if done in conjunction with a site design. Would you like search engine optimization services? _____

Please list your keywords/keyword phrases that pertain to your business, separated by a comma (these would be words/phrases people would enter into a search engine to find your products/services):

Please write a short, concise description about your web site:

Agreement of Design Worksheet

On behalf of my company, I authorize that this worksheet represents my desires for my web site, and as such, the information herein will be used to prepare a web design quote and contract for services with Traci Knoppe and Titus 2 Web Studios.

Client Name: _____ Titus 2 Representative: **Traci Knoppe**

Client Signature: _____ Date: _____