



— CORPORATE BRANDING & WEBSITE DEVELOPMENT —

WEBSITE PLANNING WORKSHEET



WEBSITE PLANNING WORKSHEET

This worksheet can help you lay a solid foundation for your web site. It will help define your goals along with setting guidelines to make sure your website is complete and useful for your visitors. If you don't know an answer or feel like it doesn't apply to you, then simply leave it blank. If you have any questions, please call and I'll be happy to help you.

Name

Address

City **State** **Zip Code**

Phone **Fax** **E-Mail**

How Would You Like Us To Contact You?

- Business Phone
- Home Phone
- Cell Phone
- E-Mail

Contact

Description of Your Business

(One Paragraph)

Description of Services

(Separated By Commas)

(Example: lawyer, attorney, family law, criminal law, personal injury, bankruptcy)

What Is Your Motto or Slogan

Do You Want People To

- Learn More About Your Business or Organization
- Hire You To Perform A Service
- Buy Products From You

Other



WEBSITE PLANNING WORKSHEET

Who Is Your Target Audience or Community

IMAGE & STYLE

The visual appearance, graphic design and color scheme of your website will communicate volumes to the visitor about you and your business

What Image Do You Want To Project?

- Traditional / Classic
- Contemporary
- Corporate / Business
- High Tech

- Retro / 50's Style
- Feminine / Flowery
- Nostalgic / Historical

Other

What Mood Do You Want To Project?

- Serene / Peaceful
- Professional
- Fun / Exciting
- Comforting

- Happy / Smiley
- Energetic / Moving
- Mysterious

Other

What is the Color Scheme of Your Business?

Do You Have Any Existing Graphics or Promotional Materials?

- Yes
- No

Do You Have A Logo?

- Yes
- No

Do You Have Photos That You Wish To Use On The Website?

- Yes
- No

OTHER WEBSITES

Please list a few websites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's websites, if you know of any. Let us know what you like and don't like about some of these sites.

If you answered "yes" to any of the questions above, please provide your logos and artwork in digital format along with this worksheet. Logos, brochures, etc. can be obtained from the company that designed them. They should be happy to help you since you already paid them for the design. Please let me know if you need assistance delivering your files.



WEBSITE PLANNING WORKSHEET

Regarding Your Budget (If Applicable) Is Your Intention To Create

- A Basic Informational Website
- A Professional Website With Custom Design & Programming
- Other (Please Explain)

WEBSITE CONTENT AND PAGES

What pages would you like on your site? Indicate the pages you would like on your site using the suggested page titles below. The page titles can be whatever you want. The titles listed below are only to get you started. Remember that it is best to keep only one topic per page. You may also want to consider how often this information will need to be updated. Software is available to help you maintain your site easily. Be sure to ask about this if you are interested

Most Sites Include These Pages:

- About Us / Bio (Who you Are)
- Our Services (What You Do)
- Our Products (What You Sell)
- Portfolio (How You Do It)
- Directions / Contact Us (Where You Are)

On the worksheets that follow, you'll provide a short description for each page and what you want the page button to say.

Worksheets are provided for the common pages (listed above): Who You Are, What You Do, What You Sell, How You Do It, and Where You Are.

Use the "Generic page Worksheet" (p. 10) to describe and provide information on any of the optional pages from the list on the right. (optional)

You May Also Want To Include Some Of These: (optional)

- Calendar of Events
- What's New
- Request Information
- Frequently Asked Questions
- Helpful Links
- Customer Testimonials
- Our Team
- Photo Gallery
- News
- Media / Press
- Guestbook
- Blog
- Order Page
- Other: _____
- Other: _____
- Other: _____

Keep in mind that some of these pages will require regular or frequent updating, such as the Calendar and/or Blog.

Some of these pages may also require website editing software in order to make updates to the content regularly. For example, a Photo Gallery will usually have the ability for a site admin to upload new photos using a website editing software package.

Site editing and frequent updates to pages can make the overall price of your website increase. But most people feel that the initial investment is well worth the money saved over the life of the site due to adding these features.

How Often Do You Want The Information On The Pages To Update?

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Never / Not Applicable

Frequent page updates are a great way to move up in search results. Search engines rank pages higher if they are updated regularly. Most consumers now expect websites to change frequently.

Will You Need Assistance With Content Management Or Do You Have Capabilities In-House To Maintain The Content Updates Of Your Website?

- I Will Need Help Maintaining The Site Content And Making Site Updates Regularly
- I Would Like To Learn More About A Content Management System That Would Allow Me To Update The Site On My Own
- I Have The Capabilities In-House To Edit The HTML Coding And Graphics And Do Not Need Assistance With This



WEBSITE PLANNING WORKSHEET

WHO YOU ARE PAGE

This page is a summary of your business. You may find this content on your existing brochures. It is an introduction encourage the reader to make a decision to stay on your site.

Button Name

Examples: Home, About Us, Introduction, History, Our Business, Welcome

Content

(Include a summary, an outline with headings, or the word-for-word text to go on this page. If you need to hire a writer, please let us know by checking the circle in the left column. Feel free to use additional pages or a word processor to complete this page.)

Indicate here if you would like to hire custom writing on this page

Yes.
I need to hire custom writing.

If you checked "Yes" above, please specify a basic idea or outline of the "content" to be created in the box to the right.

Additional fees may apply if you require custom writing.

Example: K. Parks Consulting, Inc., (KPC) is a rapidly growing, SBA 8(a) certified, minority-woman owned small business, headquartered in Melbourne, FL with satellite offices in Orlando, FL and Washington, D.C. Founded in 2005 and incorporated in 2008, KPC specializes in analytics and metrics services, coaching, front-end analysis, on-boarding; organization developmental consulting services, recruiting, research, training, development and workforce consulting to aid agencies to reach higher results. KPC has experience providing high-impact human resource management consulting services, information technology services and training program support to federal, state, and private sector elements throughout the continental U.S. (CONUS) and outside the continental U.S. (OCONUS). Our success is attributed to KPC's ability to successfully apply the Science-Practitioner model to all of our solutions.



WEBSITE PLANNING WORKSHEET

WHAT YOU DO PAGE

This page is an explanation of what your business provides for your customers. Make sure you list everything you do.

Button Name

Examples: Services, Products, Areas of Practice

Content

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Example: When you properly service your vehicle it will look great, run great and last a long time. To assist you , we offer a wide range of auto repair services for the care and maintenance of your vehicle. Advanced Automotive Works can take care of your automotive service needs including:

- Maintenance Service
- Brake System
- Engine Service
- Cooling System



WEBSITE PLANNING WORKSHEET

WHAT YOU SELL PAGE

This page is an explanation of what you offer your customers. Make sure you list all of the brands you sell and/or vendors you work with.

Button Name

Examples: Products, Menu, Classes, Electronics

Content

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Example: We offer a variety of fitness classes to help transform your body. Our certified instructors use modern training techniques and exercise science to ensure you reach your goals. Classes include:

- Pilates
- Yoga
- Crossfit
- Boot Camps



WEBSITE PLANNING WORKSHEET

HOW YOU DO IT PAGE

This page is an explanation of what you have done for your customers. This can be a few pictures of before and after work, work completed, or step-by-step process on how it's done.

Button Name

Examples: Gallery, Portfolio, Our Team, Clients, Projects

Content

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Example: Here are examples from a few of our recent photo shoots and photographic capabilities. Click on an image to view all the images from that particular photo shoot. We update this page often so come back to see our latest photo shoots.



WEBSITE PLANNING WORKSHEET

WHERE YOU ARE PAGE

This page is dedicated to your location and other vital information which may include hours of operation, method of payment. Provide all of the contact information and info needed, add any special instructions to get to your business.

Button Name

Examples: Directions, Contact Us, Visit Us, Location

Content

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Example: We are conveniently located in downtown Orlando across from Amway Arena.

Business Name
123 Main Street
Orlando, FL 32822
407-888-8888
info@businessname.com
service@businessname.com



WEBSITE PLANNING WORKSHEET

GENERIC PAGE WORKSHEET

Use the worksheet for any additional pages needed for your website that are not included with the previous worksheets. Make as many copies of this sheet as necessary.

Button Name

Examples: Frequently Asked Questions, Testimonials, Calendar, Useful Links

Content

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FINAL CHECKLIST AND DELIVERING YOUR CONTENT

When you have completed these worksheets, the next step is to send us everything you have for your site. You may deliver your worksheets and content easily by e-mailing them to information@3rt.org. Also e-mail the required photos, logos or any other necessary documents. You may send your text as MS Word documents. A typical website page should be no more than a single 8.5x11" page.

Have You Completed All The Following?

- Completed This Website Planning Worksheet
- Gathered All Photos, Logos, Artwork
- Page Content Text Has Been Saved As Individual Files (MS Word Format), Using The Page Title For The Filename (One Doc Per Website Page). If the text (typed not handwritten) fits in the allocated space on the worksheet, it is not necessary to create a MS Word Doc

Sending Files Electronically:

E-Mail: information@3rt.org

Attach all necessary photos, logos, art, and text content to that e-mail message

Sending Files Via Postal mail:

3RT Solutions, LLC
2033 Donahue Drive
Ocoee, FL 34761