

Website Planning Worksheet

To be used in conjunction with our Brochure and the Website Design Contract (Quote/Invoice).

This questionnaire is designed to enhance communications between **SouthWest Virginia Business Network, LLC** and our clients. Why don't you print it on your printer, and have it handy when you discuss your project with a **SouthWest Virginia Business Network, LLC** representative. After you've filled in the blanks as we discuss your needs, please make a photocopy for your records, and hand deliver or mail a signed copy to the address at the bottom of this document. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

To gain a favorable impression of the company or organization.

To develop a qualified list of prospects

To sell products directly taking credit card information over the Internet

To encourage potential customers to contact us by phone or mail to consummate a sale.

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 _____

Notes:

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2. Site Organization

Phase 1: Website Budget Range \$ _____ to \$ _____

Phase 2: Advertising / Development Budget Range \$ _____ to \$ _____

Please list the number of pages you desire. (**Entrepreneur Plus - Website Package** includes 12 pages)

Total number of pages decided upon _____

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3. Site and Domain Names

Site Name on Masthead: _____

Domain Name

It must be registered through your web hosting service and approved by a domain registration service before you can use it.

Domain name _____ . _____ ___Desired ___Already Registered

Notes:

4. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

___ Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.

___ A Photo or drawing of product?

___ Typeface preference _____

___ Preferred colors in palette (PMS colors?) _____

___ Other ideas _____

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5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage.

Your preferences: _____

Notes:

6. Navigation System

The navigation system of all our **Entrepreneur Plus - Website Package** includes:

Links from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page. A sitemap is also included.

Optional Systems;

Circle those you wish incorporated in your site:

Left or Right - Side Page Menus

with text links are especially useful on larger sites. They can allow more detail than a top menu, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left or right -side color or pattern, or black or dark over a light left or right -side color or pattern.

Left or Right -Side "Buttons"

can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons. (Extra charge)

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7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site.

Page titles

which show at top of Web browser only

Top-of-page graphic

based on the design of the masthead graphic

Page Title

in larger type

. Heading Font Style: _____ (recommend Arial Bold)

Text

. Body Font Style: _____ (recommend Times New Roman)

Image Map

by Image Map bar

Standard company ID

near bottom of page

E-mail response link

to the following e-mail address: _____

Copyright and trademark information

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in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here? Do you have any trademarks or service marks? If so, please list them here, and indicate your registered trademarks.

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8. Photos, Graphics, Animations, Sound, and Video

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

Clipart tends to look a bit tacky on websites. We recommend photos.

Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a CD disc, DVD disc, or Flash drive. We can also provide photography & video services for an extra fee.

Stock photos obtained from ClipArt.com, and other stock photo sites.

(You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.) We can equip your web pages with:

Sound

Animated GIF images

Flash Animations

Video clips

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9. Feedback Forms

What is the purpose of your feedback form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

Notes:

10. Web Hosting Service

SouthWest Virginia Business Network, LLC

PO Box 342

Woodlawn, VA 24381

Phone: (336) 833-2165

E-mail for support or help: info@swva-biz.net

Notes:

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11. Registering and Advertising Your Website

Advertising your Website to Web search engines that index the Web

Giving customers a good reason to come by offering them something

Purchasing Web advertising

Becoming active in several of the thousands of Internet news groups and mailing lists

Developing a "signature" mini-ad attached to all your e-mail messages

Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising

E-mail newsletters

Google Analytics - Information about visitors to your website can be obtained on a regular basis.

Search Engine Optimization

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12. Maintenance Plan

Core Maintenance plan prices include backend updating over 12 months of the contract.

Other maintenance plans are available. Current rate is \$50.00 per hour x _____ hours per month, for a total price of \$ _____

Notes:

13. Social Media Integration

_____ Facebook

_____ Twitter

_____ LinkedIn

_____ Pinterest

_____ Flickr

_____ Others;

Notes:

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14. Estimated Pricing

Phase 1 Items:

Domain Name(s) @ \$35.00 x _____ Names	\$ _____
Entrepreneur Plus - Website Package	\$1200.00
Web Hosting Plus	\$400.00
Wordpress setup (included)	
WordPress Core Maintenance (Database Backups, Core Updates, Plugin Updates)	\$400.00
WordPress Plugins Setup @ \$50.00 x _____ Plugins	\$ _____
Additional Pages (over 12) @ \$50.00 x _____ Pages	\$ _____
Other Website Maintenance @ \$50.00 x _____ Hours	\$ _____
Social Media Integration @ \$ 200.00 x _____ Providers	\$ _____
Photography @ \$ 30.00 x _____ Photos	\$ _____
Video @ \$ 50.00 x _____ Hours	\$ _____
Training Sessions @ \$ 50.00 x _____ Hours	\$ _____
Search Engine Optimization @ \$50.00 x _____ Hours	\$ _____
_____ @ \$ 50.00 x _____ Hours	\$ _____
Sub Total \$	_____

Phase 2 Items:

Developmental Ideas & Projects @ \$ 50.00 x _____ Hours	\$ _____
Paid Advertising	\$ _____
Other Paid Online Services	\$ _____
_____ @ \$ 50.00 x _____ Hours	\$ _____
Sub Total \$	_____
Total \$	_____

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15. Timing

Start Date for initial 50% down payment to start the work on your Web Site _____

Target Date for final 50% payment to be made and your Web Site to be online _____

Package prices include minor changes during the initial web site setup. This covers minor design changes, product changes, etc. It does not include major changes, such as additional work not quoted; I.E.; changing newsletter content (which essentially involves constructing a new webpage).

A new estimate will be quoted for major changes.

We will include a link at the bottom of each page (\$50.00 removal fee) which reads:

"Website Designed by SouthWest Virginia Business Network, LLC"

To keep our prices low, we have a no cash refund policy. We will pro-rate (less setup fees and costs) the difference on your contract, and apply it on another project.

16. Authorization

On behalf of my organization, I approve the above plan which I have developed with **SouthWest Virginia Business Network, LLC** to construct a website, and I authorize **SouthWest Virginia Business Network, LLC** to use this Website Planning Worksheet as the basis of the project.

Organization - Authorized Representative Signature(s):

Date: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

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Checklist - These are the items that will make up the package you'll be sending to us:

1.) Website Planning Worksheet

2.) Website Design Contract (Quote/Invoice – Signed Copy)

3.) Website Content, which will define for us the:

(Please see our brochure.)

Written content for your web pages

(preferably on a CD disc, DVD disc, or Flash drive formatted for Word for Windows or other word processor. We can translate from other word processor formats for a fee.)

Photos or graphics

to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a CD disc, DVD disc, or Flash drive with your graphics in any popular PC format, such as GIF, JPEG, or BMP). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.

Your company logo (if any), and tell us the PMS color.

Samples of your printed materials

-- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

4.) Check for at least 50% of the total.

You may deliver your completed package to us in person, or send by mail to:

SouthWest Virginia Business Network, LLC

PO Box 342

Woodlawn, VA 24381

We are looking forward to receiving your materials and developing your website!