



*Your Link To The Web!*

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## Website Planning Worksheet

This questionnaire is designed to enhance communications between Stellar Blue Web Design and our clients. Please print this worksheet on your printer, and have it handy when you discuss your project on the phone with a Stellar Blue Web Design representative. After we have discussed the form and filled in the blanks as we talk on the phone, please make a photocopy for your records, and mail a signed copy to Stellar Blue Web Design, 1127 Gilbert St, Neenah, WI 54956. It provides a written memorandum of our mutually-agreed plan.

**Organization/Company Name:** \_\_\_\_\_

### 1. Purpose

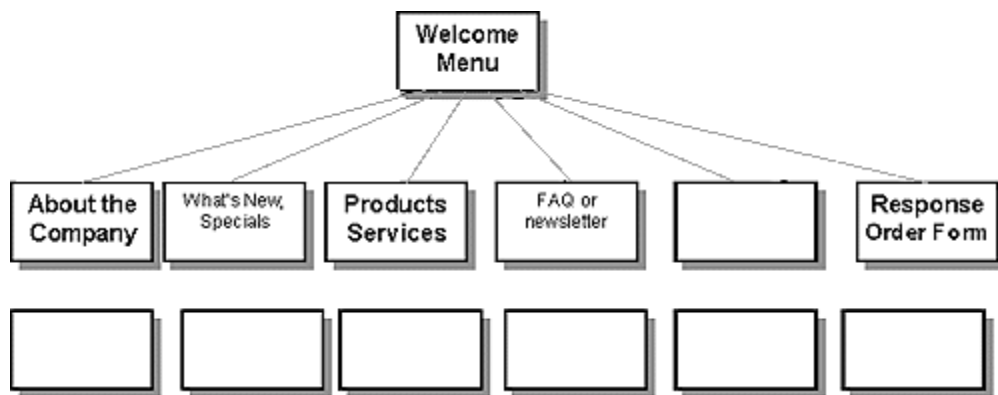
Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- 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 \_\_\_\_\_

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### 2. Site Organization

Please label pages you desire and cross out the rest. Use the blank labels for any addition pages you would like included.



Total number of pages decided upon \_\_\_\_\_

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### 3. Site and Domain Names

Site Name on Main Header: \_\_\_\_\_

**Domain Name** It must be registered through your web hosting service and approved by a domain registration service before you can use it. For an additional fee we will be happy to assist you. You may check the availability of your domain name at [Network Solutions](http://www.networksolutions.com) (<http://www.networksolutions.com>)

Domain name \_\_\_\_\_ Desired \_\_\_ Already Registered

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### 4. Company Image/Logo 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. If so desired, we will construct your custom logo along with any associated letterhead, brochure, E-mail newsletters, and business card for an additional fee.

**Company Logo** incorporated in the Main Header graphic? If so, please enclose a color copy.

**Company Logo** designed by Stellar Blue Web Designs.

**Letterhead** designed by Stellar Blue Web Designs?

**Brochures** designed by Stellar Blue Web Designs?

**Business cards** designed by Stellar Blue Web Designs?

**E-mail newsletters** designed by Stellar Blue Web Designs?

**Photo or drawing** of product?

**Typeface** preference \_\_\_\_\_

Preferred **colors** in palette (PMS colors?) \_\_\_\_\_

Other ideas \_\_\_\_\_

## 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 or right margin of the webpage. Your color preferences:

May we include a link at the bottom of the welcome page which reads "**Website Designed by Stellar Blue Web Design**"? (You are under no obligation to say yes.)  Yes  No

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## 6. Navigation System

The navigation system of all our Standard Website Packages 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.
- **Left or Right Side Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other.

**Optional Systems.** Circle or check those you wish incorporated in your site.

- **Buttons** Impress your web site visitors by displaying unique navigation buttons on your html pages, or we'll simply transform your projects by applying stylish web buttons to them.
  - **Frames** are often used to make information easier to access or to show the contents of a Web site that has multiple pages. Use frames in your Web page design to make your information organized and easy to access.
  - **Site Search Engine** are useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (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 and when saving as a favorite in a browser.
- **Top-of-page graphic** based on the design of the main header graphic
- **Page Title** in larger type. Heading Font Style: \_\_\_\_\_ (recommend Arial Bold)
- **Text.** Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: \_\_\_\_\_
- **Copyright and trademark information** 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 which are 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** - you can choose from a diverse collection of clip art, animation, sounds, and photos for professional and personal use. You can add these clips to your personal or business documents to add visual appeal.
- **Photos** - you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a cd or thru email.
- **Stock photos** obtained from Photodisc (<http://www.photodisc.com>), or PictureQuest (<http://www.picturequest.com/>). (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.)

For an extra charge, we can equip your web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also create flash animations.
- **Training Tutorials**
- **Video clips**

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## 9. Response Forms

What is the purpose of your response form?

**Guestbook** for visitors to record comments

**Request for information**

**Survey** of customer preferences

**Note:** We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. We charge extra to set up the ordering system.

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## 10. Web Hosting Service

We recommend to our clients web hosting services tailored to their specific needs. We will be happy to assist you with your web hosting choice for an extra charge. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. We require cgi-bin access and FTP access.

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

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## 11. Registering and Advertising Your Website

Consider these addition options:

- Advertising your Website to Web search engines that index the Web.
- Giving customers a good reason to come by offering them a service or goods.
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- 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
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters, and business card.

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Standard Website Packages but will include them at an additional charge.

We submit your information to **Web search engines** to "register" your website after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

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## 12. Maintenance

Target Date \_\_\_\_\_

Package prices include minor updating over the first six months of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), which is billed at our hourly rate.

**Target Date** for final payment to be made and your Web Site to be advertised: \_\_\_\_\_

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On behalf of my organization I approve the above plan which I have developed with Stellar Blue Web Design to construct a website, and I authorize Stellar Blue Web Design to use this Website Planning Worksheet as the basis of the project.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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

- Website Planning Worksheet
- Website Design Contract
- Website Content Worksheet which will define for us the:
  - **Written content for your web pages** preferably as an attachment as a word document in an email. Although we can translate most word processor formats.

- **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 or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, etc.). 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.
- **Check** for at least 50% of the total.

You may send your package to Stellar Blue Web Design, **by US mail to:**

**Stellar Blue Web Design  
1127 Gilbert Street  
Neenah, WI 54956**

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