

Web Site Project Worksheet

Use this worksheet as a guide to help you determine the scope of work for your site. The more questions you can answer, the better we will be able to understand your needs and create a more fair and accurate proposal.

1. How would you describe the intended purpose of this site? (check all that apply) Marketing/Product Info Direct Sales Education Community Service Entertainment Other: _____
2. Rank the following visitor profiles in order of their relevance to your target Web audience (1 being highest):

<u>Rank</u>	<u>Profile</u>
_____	Grammar School Student
_____	High School/College/Technically Proficient
_____	Average Adult
_____	Business Person
_____	Senior Citizen
_____	Other _____
3. Tell us about the services/products you offer:

4. List 3 Web sites, preferably in a related industry, you find notable and why. Include at least 1 you like & 1 you dislike.
 http://_____ Why? _____

 http://_____ Why? _____

 http://_____ Why? _____

5. Place a check at any pages that you would like on your Web site: Home What's New Graphical Intro or "splash" Web Site Map Organization Background Contact Page Chat rooms and forums Directions / Location / Hours of Business Related Links Registration Office /Territory Map, specify scope (local, state, U.S., world): _____ and number of locations: _____ Video, # clips: _____ Audio, # clips _____ Spinning 3D object movies, # items _____ Panoramic vistas, # locations/rooms _____
6. Approximately how many different products or services will you feature? _____
7. Will you provide copy or do you wish us to write the copy? Provide, approximate # of paragraphs _____ Format: Word WordPerfect Other _____ Producer to write, approximate # of paragraphs _____
8. Approximate # of photographs, drawings or illustrations will you provide and in what format? Prints, # _____ Electronic images, # _____, Format: _____
 If you would you like us to produce any photographs drawings or illustrations how many do you need and what are the details regarding locations? _____

9. Please describe any animation you would like us to produce such as corporate logos, text effects, character animation, object motion, also describe any interactivity and what materials you will provide us to start with (if any)

10. If you will be taking orders, check off the features you wish to incorporate: Shopping cart-based ordering system Online credit card processing and validation. Forms-based ordering system
11. If you have a domain name registered for your site, please list it here: _____
12. If you already have a hosting service selected, please list its URL here: _____
 Check here if you would like us to provide hosting services.
13. Would you like us to perform any of the following services? Updating material to your site Training so that your staff can perform updates
14. Check here if you would like us to give you an option for registering your site with search engines and promoting it.
15. Indicate your budget range for the development of this Web site. If no budget is set, indicate the range you would feel comfortable with: \$500 - \$999 \$1,000 - \$1,999 \$2,000 - \$4,999 \$5,000 - \$9,999 \$10,000 - \$19,999 \$20,000 - \$49,999 Above \$50,000 Specify _____
16. How soon will you be making a decision on starting this project? Less than 2 weeks 2-4 weeks 4-12 weeks 12 -24 weeks greater than 24 weeks
17. How soon do you expect this Web site to be online? Less than 2 weeks 2-4 weeks 4-12 weeks 12 -24 weeks 24 - 52 weeks greater than 52 weeks

Name _____
 Company _____
 Department _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail _____

Please include copies of your marketing materials so we may better understand your existing style.

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