

This worksheet is designed to help you plan your new website, from its overall purpose to its specific contents. After you complete the worksheet you should have a pretty clear idea of your website's requirements. Remember, successful websites are built on strategy and planning. Please complete as much of this form as you can and return it to AGD if you would like us to prepare a proposal/quote to construct your website. Alternatively, if you already have a website brief – email it to us. Email: [info@allengraphicdesign](mailto:info@allengraphicdesign)

## Website Planner

### Your Website

#### Which are you interested in?

- New website
- Revisions or additions to current site, located at:  
www. \_\_\_\_\_

If it's revisions or additions, what changes are you considering?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### What is the main purpose of your site?

- Business
- Institutional or Non-profit

Anything else we should know about the purpose of your site?  
\_\_\_\_\_  
\_\_\_\_\_

#### What are your objectives for this site?

##### Business Objectives

- Advertise locally or globally
- Enhance industry/community profile
- Display products and services
- Take orders online
- Collect customer information
- Supplement current or future ad program
- Offer customer tips or support
- Create online community (such as discussion groups for visitors or customers)
- Any other objectives?  
\_\_\_\_\_  
\_\_\_\_\_

##### Institutional or Non-profit Objectives

- Recruit volunteers or donors
- Process donation payments online
- Raise organization's profile
- Communicate without message being edited or censored
- Allow stakeholders to share ideas
- Any other objectives?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### What content do you want in your site?

- Organization profile & contact information
  - Interactive order & inquiry forms
  - Online catalogue to promote products or services
- How many items to display?
- 1-10
  - 11-20
  - 21-50
  - 50 or more
  - not sure

- Chat or discussion areas
- Search ability within the site
- Dynamic content (*what visitor sees is based on their input*)
- Anything else?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Any ideas about the appearance of your site?

- Simple - *basic colours & layout, content is primarily text*
- Institutional - *serious, distinctive, but not too fancy*
- Corporate - *moderate amount of graphical content, distinctive look*

- Custom - *if possible, describe below what you're looking for*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### If images will be used in this site, do you...

- Have existing images that can be used?

- Want new graphics designed?

#### When do you plan to have this site online?

- On or before \_\_\_\_\_

- Not sure  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What, if any, outside factors might influence this date, or make the date uncertain?  
(i.e. new products or initiatives, media campaigns, etc.)

#### What kind of assistance, if any, will you need in hosting this site?

- Need a name, and host
- Just need the site uploaded
- Have to arrange a host
- None

#### How to Reach You (complete this portion if you want to send this form)

Organization \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Fax \_\_\_\_\_

Postal: Street \_\_\_\_\_

- Preferred ways to contact you?
- e-mail
  - phone
  - fax
  - postal mail

City \_\_\_\_\_

Prov/State \_\_\_\_\_ Code/Zip \_\_\_\_\_

About Allen Graphic Design  
Allen Graphic Design has been creating successful Websites since 1997.

What's Next  
Please complete this form and return to Allen Graphic Design ([info@allengraphicdesign.com](mailto:info@allengraphicdesign.com)). We will then email you a quote and description of stages and tasks.

Allen Graphic Design  
Phone: 469.247.9746 Email: [info@allengraphicdesign.com](mailto:info@allengraphicdesign.com)

