



<http://Whiz.to>

Whiz to Coho, Inc. 12800 NW Bishop Rd. Hillsboro, OR 97124 503-647-5957 503-214-5490 Fax Support@whiz.to

## Website Planning Worksheet

This questionnaire is designed to enhance communications between Whiz to Coho and our clients, so that we are all "reading from the same page" which is oftentimes difficult when discussing concepts and graphics. You are welcome to fill in the form electronically, resave it and send it back to us, or you can print it out, fill it in, and fax it back to us. Either way, please keep a copy for your own records. It provides a written memorandum of our mutually-agreed plan.

Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

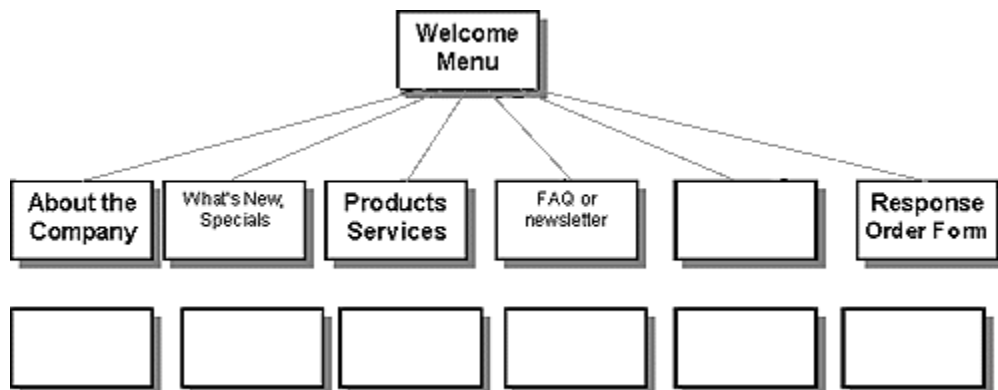
### 1. Purpose

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

- To establish a **web presence**
- To gain a **favorable impression** of the company or organization.
- To **sell products directly** taking credit card information over the Internet
- To provide **contact details** to potential customers
- To make available **product information and price lists** to distributors.
- To make available **product information and pricing** to customers.
- To strengthen **brand identification**.
- Other \_\_\_\_\_

### 2. Site Organization

Please label pages you desire and cross out the rest.



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

### 3. Domain Names

A domain name must be registered before you can use it. You may check the availability of your potential domain name at (<http://www.register.com>). Whiz to Coho can register a name for you at the cost of \$17.50 per year.

Domain name(s) \_\_\_\_\_  
\_\_\_ Desired \_\_\_ Already Registered \_\_\_ Redirect (name to point to an existing name)

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### 4. Logo & "Look"

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 send us the original artwork in a .pdf, .gif, or .jpg. If you do not have the original artwork, please send us a color copy.

\_\_\_ Company slogan or **tagline** \_\_\_\_\_

\_\_\_ **Photos or drawings** of product or people in your company?

\_\_\_ **Font** preference for logo/titles \_\_\_\_\_

\_\_\_ **Font** preference for main text \_\_\_\_\_

\_\_\_ **Sites you like** and why \_\_\_\_\_

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### 5. Colors and Accents

\_\_\_ Preferred main **color(s)**? \_\_\_\_\_

\_\_\_ Preferred accent **color(s)**? \_\_\_\_\_

\_\_\_ **Sites with colors you like** \_\_\_\_\_

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### 6. Navigation System

What type of navigation system do you like?

Top  Top & Bottom  Side  Other: \_\_\_\_\_

**Sites with navigation you like** \_\_\_\_\_

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## 7. 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.

- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** obtained from Photodisc (<http://www.photodisc.com>), PictureQuest (<http://www.picturequest.com/>), IstockPhotos (<http://www.istockphoto.com/>). You can purchase the photos and send them to us, or you can have us purchase the photos on your behalf and invoice you for them.
- **Clipart.** We can recommend some sites with quality clipart, or you can provide us with your preferred clipart graphics.

For an extra charge, we can equip your webpages 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 make animations for an extra charge.
  - **Flash.**
  - **Video clips**
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## 8. Forms

Do you require any forms?

- Contact** for visitors to contact you (other than an email link)
  - Request for information**
  - Survey** or other feedback form
  - Booking** or reservation form
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## 9. Shopping Cart

Do you require a shopping cart? Yes / No

If yes, please list your main product categories:

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Have you established an Internet Merchant Account? Yes / No

Do you need us to recommend Internet Merchants? Yes / No

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### **10. Web Hosting Service**

Do you need web hosting services? Yes / No

If no, please provide us with information on your current hosting provider:

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

Phone: \_\_\_\_\_ E-mail for support: \_\_\_\_\_

FTP Server name: \_\_\_\_\_

FTP Username: \_\_\_\_\_ FTP Password: \_\_\_\_\_

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### **11. Advertising Your Website**

Be sure to read the article, "[Web Marketing Checklist: 27 Ways to Promote Your Website](http://www.wilsonweb.com/articles/checklist.htm)" (<http://www.wilsonweb.com/articles/checklist.htm>).

Please Provide us with the following information for your meta content:

**Title** (must be 115 characters or less): \_\_\_\_\_

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**Description** (must be 250 characters or less): \_\_\_\_\_

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**Keywords** (metatags – up to 255, although most search engines only index 60) :

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**Stats.**

Information about **number of visitors to your website** can be obtained from your web hosting provider. If you have decided to host with us, would you like us to collect statistics that you can view? Yes / No

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**12. Deadlines**

Target “go live” date \_\_\_\_\_

All work on your website is done in a testing area. We do not “go live” until the final design has been approved, all content added, and the final payment for the design has been made. 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 webpage), which is billed at our hourly rate.

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

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

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Once we have reviewed this planning worksheet, we will send you a website design quote, along with a contract and content worksheet. If you decide that you would like us to design your website, then return the contract and content worksheet, which will help you organize the materials that you need to provide us. Work on your site will commence once the contract and down payment have been received.

You may send any information to us at:

Whiz to Coho, Inc. 12800 NW Bishop Rd, Hillsboro, OR 97124  
(503) 647-5957; support@coho.net

We are looking forward to receiving your materials and working with you!