



“Website services for *every* budget”

LDD WEBSITE PLANNING GUIDE

COMPLETED BY...

NAME: _____

DATE: _____



TELL US ABOUT YOUR COMPANY:

1. WHAT'S YOUR COMPANY NAME & WHAT DOES IT DO?

Briefly describe your products and/or services. Is the company local, regional, national or international? Which do you want to appeal to? Does the site need to be changed for each season?

2. WHAT IS YOUR BUSINESS ADDRESS?

3. DO YOU HAVE A LOGO?

Please email a sample. Do you have company colors? If yes, what are they? What colors do you prefer?

4. DO YOU HAVE A SLOGAN OR CATCH PHRASE FOR YOUR BUSINESS?

5. WHO ARE YOUR 3 TOP COMPETITORS?

Please list their names and their web site addresses.

1: _____	WWW. _____
2: _____	WWW. _____
3: _____	WWW. _____

6. WHAT DIFFERS YOUR COMPANY FROM YOUR COMPETITION?

How do you add value to your products and services? (free bonuses, lifetime warranty, free shipping and handling, free upgrades, etc.)

7. WHO IS YOUR TARGET MARKET?



TELL US ABOUT YOUR WEBSITE:

8. DO YOU HAVE AN EXISTING WEB SITE?

What do you like/dislike about it? Describe your remodeled site and how visitors will interact with it. Where possible, provide sketches or other mockups.

9. LIST WEB SITES WITH DESIGNS/FEATURES THAT APPEAL TO YOU AND WHY.

1. _____	Why: _____
2. _____	Why: _____
3. _____	Why: _____
4. _____	Why: _____

10. WHAT'S YOUR PREFERRED DOMAIN NAME (WWW.MYCOMPANY.COM)?

Your domain name should contain the most important keyword (such as your company name) and be easily identifiable over the phone and on business cards, etc.

11. WHAT IS YOUR ANNUAL BUDGET FOR A WEB SITE AND IT'S MAINTENANCE?

12. WHAT IS THE PURPOSE OF YOUR SITE (CHECK ALL THAT APPLY)?

- A '**BROCHURE**' SITE (a small site containing brief information of your company)
- AN '**E-COMMERCE**' SITE (a site selling items, accepting credit cards and other online payments)
- AN '**INFORMATION**' SITE (an in-depth site about your company and your industry in general)
- AN '**ENTERTAINMENT**' SITE (a site drawing visitors with entertainment while providing some information about your company)

13. WHAT'S THE #1 MESSAGE YOU WISH TO CONVEY TO YOUR VISITORS?

14. HERE ARE SOME GENERAL NEEDS FOR A WEBSITE....

Please rank them (i.e. 1, 2, 3 etc...) in order of importance to you.

- | | |
|---|--|
| <input type="checkbox"/> To provide customer service. | <input type="checkbox"/> Make available product/price information. |
| <input type="checkbox"/> To sell products. (e-commerce) | <input type="checkbox"/> Name branding. |
| <input type="checkbox"/> To build customer loyalty. | <input type="checkbox"/> Stake my place on the web. |
| <input type="checkbox"/> Develop a list of qualified prospects | <input type="checkbox"/> OTHER: _____ |
| <input type="checkbox"/> Encourage clients/customers to contact us. | _____ |



15. WHAT SITE STYLE WILL APPEAL TO MOST OF YOUR VISITORS?

Please circle any of the following terms that apply to your vision of your site. Add any we may have missed. Do you have design elements in mind that portray these terms to you and your visitors?

professional, personal, informative, lucrative, attractive, serene, honest, mature, family, scholarly, educational, useful, popular, clean, colorful, whimsical, humorous, serious, profitable, unusual, cozy, clear-cut, warm/fuzzy, warm, supportive, innovative, fast-moving

16. DO YOU HAVE CUSTOM GRAPHIC NEEDS OR WILL YOU BE ABLE TO SUPPLY ANY/ALL OF THE IMAGES REQUIRED FOR YOUR SITE?

17. HOW CAN YOUR VISITORS CONTACT YOU?

How many email boxes do you need? Do you want to use contact or survey forms?

18. A WELL LAID OUT SITE HAS ABOUT 6 TO 8 PAGES OFF THE MAIN PAGE.

The following are typical page uses. Please underline anything you feel fits your vision of your site, or add/amend anything you feel we've missed.

HOME PAGE (Do you want a splash page, i.e. simple graphic introduction?)

PRODUCTS AND/OR SERVICES

- Product Description / specifications / demos / samples
- Order Form
- Catalogs
- Prices
- Testimonials
- Purchasing / Shopping Cart / Dealer List
- Product features & benefits
- Parts list, schematics, assembly instructions
- Warranty & Return Policy
- Shipping Information
- Informational Pages
- Guest Book
- About Us / Contact Us

ENTERTAINMENT

- Tips and tricks
- Galleries
- Reviews
- Ads
- FAQ
- News and Events
- Glossary of terms
- Interesting Facts
- Regional information
- Articles / newsletter
- Free stuff - screensavers, wallpaper, contests, polls.

CONTACT FORM

LINKS

CUSTOMER SERVICE

STORE

OTHERS: _____

19. LIST ANY RELATED WEB SITES YOU WANT TO LINK FROM YOUR SITE.

Sites who's services you use or that provide services or information useful to your target audience. Sites that you might offer reciprocal links to increase each other's targeted traffic.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____



