

Web Site Project Planner

Hello,

Thank you for contacting **SPOON FROG graphics** regarding a web site & taking the time to fill out the below web site project planner.

After preparing your responses, please email it to Dawn Rogers.

<mailto:spoonfrog@alaskalife.net>

Filling out this planner is not a requirement before setting up a meeting with us; however, if you do have time, it will make our meeting more efficient.

Note: If you have already prepared a document that answers these questions then please send in place of this planner.

About Your Company

1. Your name? _____
2. Your title? _____
3. Business or organization name? _____
4. Company address? _____
5. Email address? _____
6. Business phone? _____
7. Cell phone? _____
8. Fax? _____
9. How did you hear about our team? _____

10. Describe your company in one short paragraph.

Domain Information

1. Do you have an existing domain name? If so, what is it? _____

2. Is your domain name properly registered in your name and has it been renewed for several years? _____

3. If you do not have a domain name, which one would you like:

Note: We suggest www.godaddy.com to both search and register domain names.

Hosting

1. Do you have a hosting company currently? _____

2. Who is your host? _____

3. Do you need a host or want to transfer to our hosting services?

Mission

1. Describe the purpose of your site.

2. Describe your audience.

3. What are the products/services involved?

4. What services does your current site provide, or what services should your new site provide?

5. Do you currently work with an advertising agency? who are they? Will they be involved in this process?

6. Do you have an existing web site? If so are you looking to have your site redesigned?

Content Development

1. List the names of the pages that you envision making up the site. If you have a file with the table of contents outlined, go ahead and attach this separately.

- Home Page •
- About Us •
- Contact Us •
- •
- •

2. Do you intend to sell any products on your site (e-commerce)? If so, please provide details.

3. Do you have the content for the site ready? Including text & Photos?

Design

1. It is important that a web site quickly communicate at the home page the feeling and brand that you wish it to portray – Some examples of this are: technical, stylish, warm, friendly, comfortable, trustworthy etc. Please describe the message that you desire your web site to portray.

2. Do you have professional photography that represents your business/services? _____
3. Do you have a digital version of your logo & an established font? _____
4. Do you have a desired or established color theme? _____
5. List several example sites that you like and explain why?

6. Do you prefer buttons running down the side or along the top? _____
7. It is important that your advertising is consistent in all forms of medium. Do have print material that currently represents you? i.e. brochures, business cards, flyer. _____

Maintenance & Content Management

1. Who will be handling maintenance beyond initial development of the website? _____
2. Would you like to be able to manage your own site using a content management system? _____

Technology & Solutions

1. Please list any other technology or solution you may need: Video, Audio, Flash, Registration Forms, E-Commerce, Password Protected folders, Bulletin Boards, Blogs, Podcasts, Databases etc.

Marketing

1. Do you have a plan for marketing to the search engines? _____
2. If your answer to the above question is NO, we can supply you an outline of your best options for maximizing traffic to your site via search engines.
3. Web traffic statistics are an important part of judging how effective your site is doing. Our hosting services provide this and we want to make sure that if you are hosted elsewhere that you have a solution in place to provide this.

Timeline & Budget

1. What is your desired timeline? _____
2. What is your budget range? _____

What Else

1. Please list anything else that you desire on the site that has not been mentioned.

Thank you!

We appreciate the opportunity to give you a proposal

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