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## Contact Information

**Name:**

**Email address:**

**Your position/title:**

**Legal company or organization name:**

**Abbreviated form of company name you use:**

**Address:**

**City/State/Zip Code**

**Phone number:**

**Mobile phone:**

**Fax number:**

**Where did you hear about Alpha Web Solutions?**

## Business Information

**Type of business:** Service  Retail  Wholesale  Education/Training  Non-Profit  Other:

**How long have you been in business?**

**Type of web site desired:**  Simple Web Presence  Existing Website Redesign  Search Engine Optimization  Informal Online Brochure  Online Shop  Informal Online Brochure & Shop  A Family Web Site  A Christian Ministry or Organization

## The Goal and Purpose of the Web Site

Think of the answers to these questions as you consider the goal and purpose of your website, since we will want to discuss these with you when we have our consultation.

- Give reasons why your business clearly beats the competition?
- What is your USP (unique selling proposition)?
- What does your company/organization do?
- How does your business and products benefit your target audience?
- What can your business offer your visitors, what's in it for them, how can you help them?
- What problems do your prospects have that your business solves?
- What is your vision for the web site?

- How will visitors interact with the web site?
- What are the specific short-term goals for the website (in the first year reduce customer service workload, generate more sales)?
- What is your current level of on-line business and what are the expectations for future on-line sales?
- What are the long-term goals for the website (in the first 1 to 3 years).
- Do you have a brick and mortar store or other off-web location?
- How do you see the website and off-line business working together?
- What are the weak points of each and the strong points that can be exploited?
- What are the major purposes for the website (establish an Internet presence, provide information, sell products online (ecommerce), provide customer service, etc.)
- What are the needs your business satisfies for your customers?
- What words or images will impart those needs?
- What analogies can be used to explain offers in simple, understandable terms?

## **Project Information**

**Do you have a domain name? If so, please list it here:** www.

Domain is registered Domain Name at Registrar ([provide URL](#))

## **Estimated Budget for the Web Site**

- Purchasing a web site is somewhat similar to purchasing a car. You can buy a car for \$3,000 or \$35,000 - the difference in price is one of performance and options. A 5 page Informational only web site can start as low as a few hundred dollars, but a web site that is completely e-commerce enabled, with real-time credit card processing, a shopping cart, and a separate technical specs database system will be higher. And there are many variations in between. The best thing to do is tell us which TWO of the three following variables is most important to you when considering your website. We will provide the third variable based on the two you choose:  
 **Size**  **Quality**  **Price**
- Consider setting up a maintenance budget for the web site.
- Consider setting up a marketing budget for the web site (including search engine registration campaigns).

**Project Budget:** \$

**Desired completion date:**

**Desired start date:**  As soon as possible  two weeks  one month  two months

**What is the purpose of your website? (Please check the boxes below)**

- Bring in New Clients/Customers
- E-Commerce (see our E-Commerce worksheet here)
- Educational, Training or Instructional
- Extend Marketing Reach
- Informative
- Launching your Internet Presence
- Other, please explain:

**List the pages you want to include on your site?**

*i.e., home page, contact us, about us, products, products/service area, references/resume/portfolio, services, support, samples, testimonials, f.a.q., etc.*

**List website addresses that you have found that best demonstrate the type of site you would like designed for your business.** These addresses can be from a related or separate entity from your business. Areas to take into account are its navigation, layout, topics to include, amount of content on a web page and site as a whole, its graphics and overall functions.

http://  
http://  
http://  
http://

**What audience(s) are you targeting?** Businesses? Youths? Mothers? Families? Who will be looking for your site? Who will become interested if they reach your site accidentally?

**Audience Reach?**       Local    Regional    National    International

**General Design:**

**Does your company have an official logo?**    yes    no

**If so, can you provide an electronic version of your logo (i.e. disc or email)?**    yes    no

**Do you have existing material for your product/idea in the form of brochures, pamphlets, CDs, video, flyers, etc?** If yes please explain:

**Do you have any existing artwork or corporate color schemes that you want incorporated into your site?**

**How many photographs or other graphics would you say are likely to be included on the site or per page?**

### **Homepage Elements:**

- A large image of your primary product or service.
- An image of your building, offices or showroom.
- An image featuring people with products or at work.
- A collage of images that are clickable links to other parts of the site.
- An industry or quality related image to convey a theme.
- An illustrated image or design such as your company logo.
- A list of the products and services your company offers.

### **Other page options:**

- Company info
- Products / Services
- Useful links / Resources
- Contact info
- Guestbook
- Testimonials
- Feedback form
- Members only area
- Calendar of events
- Event registration form
- FAQ area
- Photo gallery
- Competitions
- Case studies
- Associations / Partners / Alliances
- Press releases
- Jobs postings
- e-Voucher
- News

- Discussion Forum
- Site search engine (recommended for large sites)
- Site map / Index page
- Online portfolio of previous work and/or customer references.
- Online tour of your showroom and/or office.
- Personal pages for key employees including photo, greeting and e-mail link.
- A customer service page.

#### **SPECIAL PAGES:**

- Related Links** - page containing links to resources and brief description [# of links](#)
- Site Search** – recommended only for sites with 40 pages or more.
- 404 Error Page** – adds grace and polish to your site when an incorrect page URL is entered, your visitor sees your custom page with site map.
- Map Quest or Expedia** – programmed directions to your location – visitor enters their starting point.
- PDF Documents** – SSI will convert the documents to PDF and link on desired page(s) . [# of links](#)
- Quiz** – programmed questions with scored response or subjective feedback for sales support.
- Survey** – Up to five questions with summarized results show upon response

#### **Other Pages Required:**

How large do you envision your site being?     <20 pages     21-40     41-75     75 or more

#### **Feedback/contact form? Other scripting or database-driven applications?**

**Which dynamic web page functions will you need?** A dynamic web page uses a database to generate data or information "on the fly", depending on the user's request. Typically, these kinds of pages need more time to design and develop, but they are beneficial for website visitors.

- Content management system, so you can manage your website.
- Store/Online Shopping/Order Taking
- Online Forum
- Photo Gallery
- Automatic e-mail confirmation for purchase/registration/email inquires.
- Chat Room
- Form input pages for inquiry/registration/booking
- Guestbook
- Password Protected Area
- Video/Audio Streaming
- Recent event / promotion page
- News Feeds (RSS) for your recent articles.
- E-mail newsletter sender

Other (Please describe below)

**Content for the Web Site**

Consider the following when planning content for the web site and determine which items you have available that you would like to include on your web site:

1. Photos (prints, slides, negatives)
2. Text
3. Brochures
4. Business cards
5. Flyers
6. Product shots
7. Product samples
8. Press releases
9. Price and part lists
10. Frequently Asked Questions
11. Shipping and handling charges and constraints
12. Warranty policy
13. Privacy policy
14. Return policy
15. Guarantees
16. True and believable testimonials
17. Endorsements from known sources
18. Credits
19. Bios
20. History
21. Education
22. Certifications
23. Awards
24. Case studies
25. Photos of yourself, staff and location
26. Transcripts of interviews
27. Industry recognition
28. Map and directions
29. Hours of operation
30. Locations locally, nationally or internationally

**Do you have a business slogan or catch phrase? How will you use it to your company's advantage on the web site?**

**Consider the features of your products and/or services. List their strong points.**

**Consider the major topics for your site (i.e. Products, Services, Information, How to Contact us, Galleries, etc.).**

**Consider including unique content on your site.** Since most surfers are seeking information, the best sites are those that become hubs or portals. A site that contains large amounts of information (not readily available elsewhere) directly related to the product or service being sold may be far more successful than one that only offers a product or service.

**Will you use an affiliate program?**

**Will there be password protected areas for dealers, members and/or downloads?**

## Will you join any affiliate programs and link those sites to your website?

If you need a **redesign**, let us know EXACTLY what you do NOT like about your current site and what you would like to change:

### Additional Services You May Need To Consider:

Do you want somebody to write your website content?  yes  no

Do you want search engines registration?  yes  no

Do you want your web pages to be optimized for search engines so your site is highly ranked in search results?  yes  no

**Scrolling Messages** – used on home page or other key page for highlight of info or promotion

**Home Page Animation** –embedded in home page with 10-20 second animation of logo and/or tag line with image effects.

**Animated Banner** – basic animation of logo, tag line or image effect used as banner on standard pages.

I would like different banners for sections of the site #

**MultiMedia:** provide specifics for each item

**Basic Slideshow / Presentation** – photo and caption style great for portfolio,

**Interactive Slideshow / Presentation** – Flash based interactive features for larger portfolios, demos, samplers, tutorials, etc. # of slides  with Music  with Voice-Over

**Video Clips #** - convert video clips and place for playback on the site

**Audio Clips #** - convert and place audio clip for greeting, instruction, etc. Click from text or graphic

Other

**Login / Forgot Password-** Login Access to  **Member Area**  **Client Area**

Describe Protected Area Content:

**Other** Database Feature:

## Style

**Style of web site you would like:**  Industrial, Commercial  Old World quality or antiquity

Traditional or conservative tastes  Detail oriented, architectural and mechanical precision

Colorful Style and free-spirited designs  High Tech  Fun/Artistic  Animated  Other

**In order for your site to appeal to your primary audience, what style or "voice" will you use or message do you want to convey?** (Conservative, progressive, friendly, hip and trendy? formal, casual, serious, expert, humorous, service-oriented, professional, etc.)

## Hosting and Domain Name Registration

If you have not done so yet, you need to determine a tentative name for your website. You may want to use your existing business name. But your website focus may be broader or narrower than your organization name implies. In that case, look for a name that is descriptive, unique, short and memorable.

It is always a good idea to have your own domain name instead of using just a "sub" name to someone else's domain. Search engines are more favorable to indexing your site and your name becomes easier to remember to your clients. Keyword-rich domain names are also favorable to search engines

**If you do not have a domain name, list 2-3 domain names you would like for your site, in order of preference:** *(be sure to include a top level domain designation, such as .com, .net or .org)*

www.

www.

www.

Consider the level of hosting that will be required (this may need to be determined during the design phase)

Do you need web hosting?  yes  no

## Ongoing web site maintenance and promotion needs

### Maintenance

**Do you intend to manage and promote the web site yourself, or you would like to sign up for Web Site Maintenance Packages?**

- I will maintain myself or have staff to maintain it.
- I would like to sign up for a Maintenance Package.
- I am not sure.

### Marketing Your Web Site

Web surfers have short attention spans, and may not remember your site and will probably not return unless you give them a compelling reason to do so. How can you encourage repeat visitors and referrals?

**Choose 30 words or phrases that describe your business.** Pick words/phrases relevant to your business. List all keywords that would link search engines to your website. Phrases should be both specific and general.

**Create a 25 word description of your business to be displayed and used in search engine submissions.** Describe what your business offers, to whom it is offered and a succinct reason your business should be considered.



**Determine your audience demographics** - who you want to reach and how this will be accomplished (age range, profession, interests, etc.)

**Consider and Provide dynamic content.** Dynamic content is active and changing content. You want people to have a reason to return to your site regularly, so they will choose you first over your competition, because they have become accustomed to your site and the dynamic content you provided. Dynamic content can also boost your ratings and presence in the search engines, because it forces the search engines to come back to you on a regular basis. It could be changing pictures, newsletters. RSS feeds, monthly specials, events or announcements, tips, techniques, articles or more. Ask your designer for ideas that might work for your site or list some ideas and preferences you have here:

**Third Party Services & Systems:**

If you plan for your web site to use third party services or information, please identify them here.

**Content:**

**Provider:**

**Thank you.** Please provide any additional specific instructions or requirements for feature functionality, content, programming or design.

Please be as specific and descriptive as possible, we will develop your quote based on the information in this worksheet and information may be augmented through telephone or individual consultation with Alpha Web Solutions (608) 567-4157.