

Your Roadmap to a Successful Site

PG Web Designs Website Planning Guide

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You've Taken the First Step...

Thank you for downloading our **Website Planning Guide** and for your interest in a custom website by **PG Web Designs!**

You're investing in a marketing strategy that can open new avenues of business and ultimately increase sales. Because of the importance of your new website, we ask that you spend some time considering the questions included in this guide to help us achieve your goals. Your input is invaluable and will help with creating the ideal website that will improve your business and establish your company's presence on the Internet.

You can be assured that any information you provide us will be kept in the strictest of confidence and will not be used for any purpose other than to develop your proposal and ultimately your new website.

If you require assistance completing this document, please contact us.

Thank you,

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Contact Information

Company Name: _____

Street Address: _____

City: _____ Province: _____ Postal Code: _____

Who is the primary point of contact for this project?

First Name: _____ Last Name: _____

Primary Email Address: _____

Secondary Email Address: _____

Direct Phone #: _____ Alternate Phone #: _____

Fax #: _____

Company Information

Briefly describe the **products/services** your company offers: _____

Does your company have a **tag line**? Yes No

If "Yes", please write it here: _____

What **certifications** does your company possess? _____

Are you involved with any **associations** or have any **professional** affiliations? Yes No

If "Yes", please list here: _____

Website Goals

What is the **purpose** of your new/improved website? _____

What **message** do you wish to convey to your audience? _____

What do you want your site to **accomplish**? Check all that apply:

- Improve company/brand awareness
- Increase product/service sales
- Provide entertainment value
- Build community awareness
- Act as a medium for internal company communications
- communicate with customers on any device including phones and tablets
- Other

If "Other", please explain:

Look & Feel

What color schemes do you **prefer**? _____

Are there any colors you definitely do **NOT** want? _____

Does your company utilize any **required colors**? Yes No

If "Yes", please list here (including **PMS values**, if available): _____

Will you be providing **photographs/graphics** to be used on your website? Yes No

Do you have any **trademarked/copyrighted logos/artwork** that must be used? Yes No

Do you have a **corporate logo**: Yes No

If "Yes", can you provide in a **digital format** (BMP, JPEG, GIF)? Yes No

If "No", would you like us to **design a logo** for you? Yes No

Example URLs

Please provide URLs (website addresses) of three (3) sites that you find **Visually Appealing**:
(They do NOT need to be in the same industry as yours).

Visually Appealing: <http://www:> _____

Visually Appealing: <http://www:> _____

Visually Appealing: <http://www:> _____

Please provide URL (website address) of three (3) sites that you feel have a **Good User Interface**
(navigation, etc):

Good UI: <http://www:> _____

Good UI: <http://www:> _____

Good UI: <http://www:> _____

Please provide URL (website address) of three (3) of your **Competitor** sites:

Competition: <http://www:> _____

Competition: <http://www:> _____

Competition: <http://www:> _____

Your Target Audience

Who are your **customers**, your **target audience**? *(For whom the site will be built).*

For the **HOME** page, please let us know if there are any special elements you'd like included, such as a newsletter sign up form, or if there are consistent elements you'd like displayed on every page, such as Promotions or News.

What are the three (3) **main areas of the site** that you would like visitors to view and why? *(For example, Quotation page, Contact Us page).*

Site Content

Is the **content** (copy) for the website already developed? Yes No

Comments: _____

Do you plan on adding new **content, updating the site yourself**? Yes No

Comments: _____

Who will be providing the **starting content**? In-House Subcontracted

Comments: _____

Do you need professional **copywriting** services? Yes No

Website Features

What **features** would you like included in your Website? Check all that apply:

- Ecommerce/Shopping Cart
- Newsletter
- Site Search Capability
- Projects Gallery
- Live Customer/Tech Support
- Feedback/Contact Form
- Discussion Forums
- Wordpress Blog
- Catalog
- Paypal Buy Buttons
- Quote/Order Form
- Job Application Form
- Member's Only/Login Area
- Other

Website Features (cont.)

If "Other", please list:

Multimedia

Are you interested in integrating any of the following **multimedia** features into your website?

Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Power Point Presentation | <input type="checkbox"/> TV Commercial |
| <input type="checkbox"/> Product or Demo Video | <input type="checkbox"/> Company Brochure/Prospectus |
| <input type="checkbox"/> Rotating Banner | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Slideshow | <input type="checkbox"/> Other |

If "Other", please list: _____

Do you currently use **social networking**? Facebook Linked In Twitter You Tube

Domain Name

Do you currently have a **domain name**? Yes No

If "Yes", please list: _____

If "No", would you like help **choosing/registering** one? Yes No

Web Hosting

Do you currently have a **web hosting provider**? Yes No

If "Yes", are they meeting your **requirements**? Yes No

Do you know what **platform** your host offers? Unix Windows Not Sure

Website Maintenance/Content Management

Do you plan on **maintaining** your own Website? Yes No

Are you interested in the ability to **edit/manage** your own content with an easy to use **Content Management** system? Yes No

Website Promotion

What other **marketing mediums** do you use? Do you have brochures or ad copy that could be used to provide content for your website? (i.e. print ad, radio, TV, bulk mailing, etc)?

Are you interested in a **Search Engine Optimization** program? Yes No

Are you interested in an **Email Marketing** program (*For example, monthly/quarterly eNewsletters* and/or eAdvertisements?*) Yes No

(*Note, we only work with permission based (opt-in) lists)

Timeline

When do you want to **begin** this project? _____

When do you want project to be **completed** by? _____

Is there an **event** that you wish to coordinate the launch of your site with? (*For example, a trade show or a new product.*) Yes No

If "yes", please list here: _____
